

MID WALES REGIONAL PLAN FOR TARGETED REGENERATION

2018 - 2033

Subject to approval

Section 1: Context and Vision

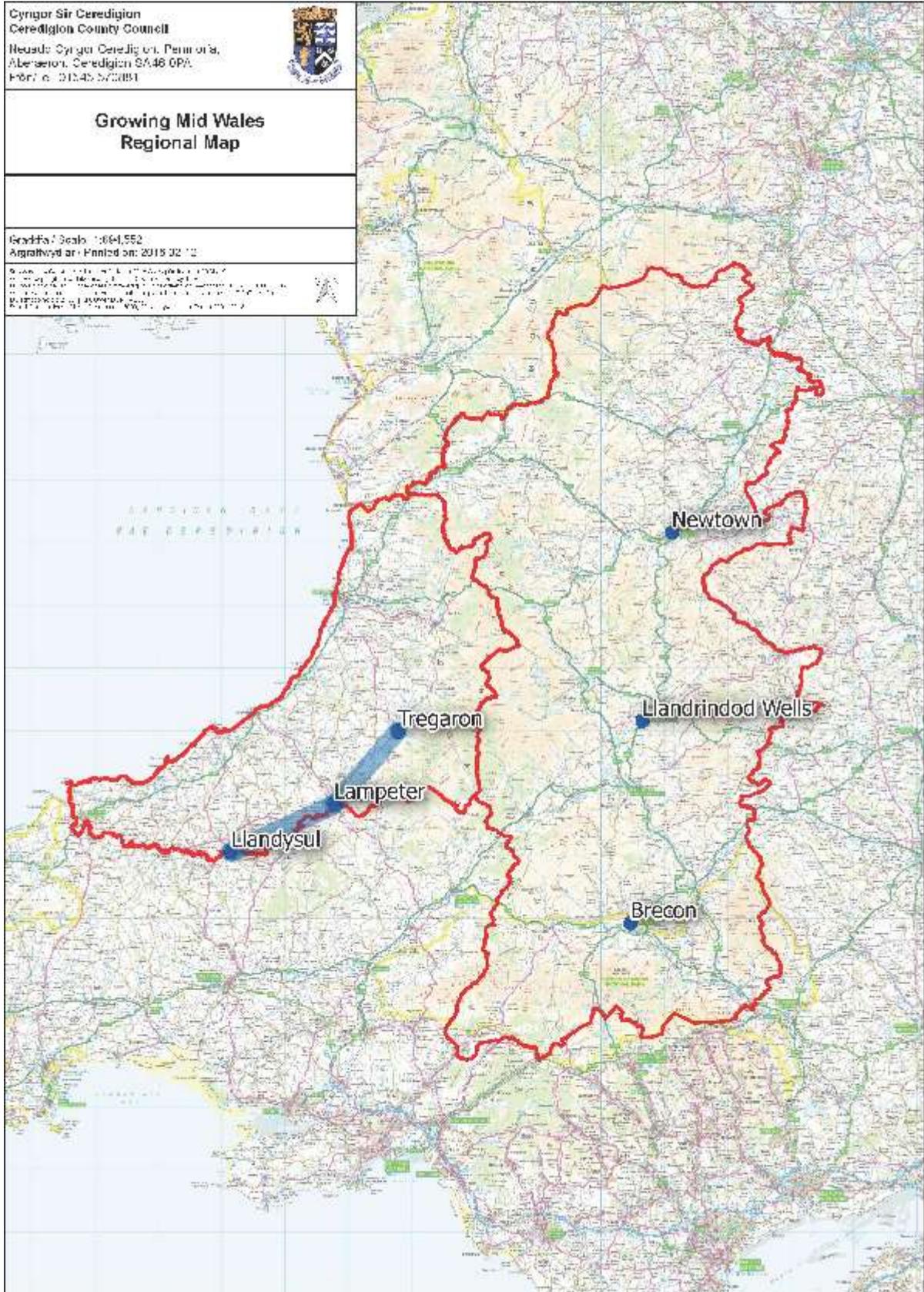
The Mid Wales region consists of the counties of Powys and Ceredigion. Economic regeneration in the area is co-ordinated and promoted through the Growing Mid Wales (GMW) Partnership which is one of the four regional partnerships covering Wales. This Partnership compiled a Framework for Action in respect of regeneration activity in 2016 and forms the basis of much of the content and strategic direction of this plan.

The GMW Framework for Action has as its overarching vision and strapline; **“To grow productivity, innovation and jobs across Mid Wales.”** This is therefore the vision adopted for this plan and which will inform all investment decisions. The Framework defines a number of **key priorities** to realise this vision:

- 1. Diversifying the economic base**
- 2. Supporting and strengthening existing businesses**
- 3. Creating new quality job opportunities**
- 4. Developing workforce skills**
- 5. Improving communications, accessibility and infrastructure**

The Local Authority members of the GMW partnership, along with Welsh Government, are currently commissioning consultants to establish extensive socio-economic evidence base for the region, with which to then devise strategic projects with the potential to deliver transformational change for the region. It is anticipated that consultants will be procured in early 2018, and the resulting evidence base and projects be available in the summer of 2018.

The resulting evidence base will also be used to strengthen the evidence base of the Mid Wales Regional Regeneration Plan and provide an even clearer and more defined focus for regeneration activity.



Section 2: Regional Overview

2.1 Analysis of the Issues and Challenges Facing the Region

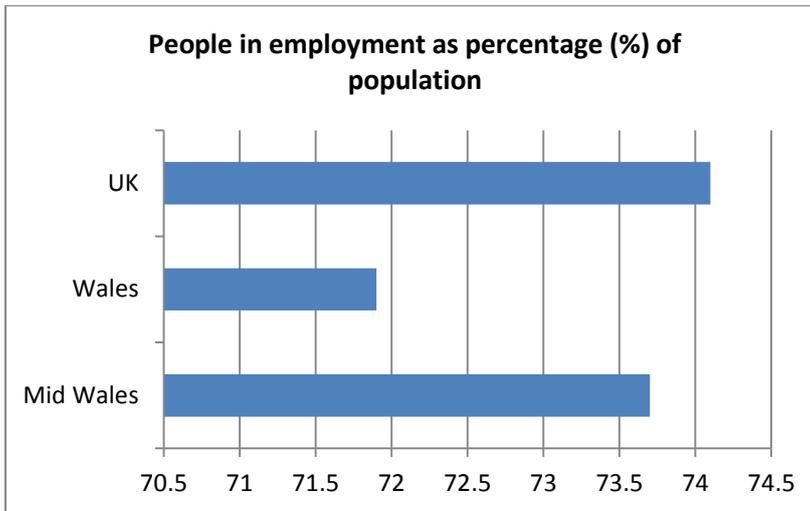
2.1.1 Regional Characteristics, Geography and Population:

- The region comprises 39% of the land area of Wales
- The region is characterised by a dispersed pattern of small market towns
- The region is almost entirely rural in nature, with the only two significant towns being Aberystwyth and Newtown, and is bordered to the west by coastline
- The region includes in the south a substantial part of the Brecon Beacons National Park
- The region's population of just over 200,000, being less than 7% of the population of Wales
- Population density is amongst the lowest in England and Wales at 0.3 people / hectare
- Migration of younger adults out of region and of older working age and retired adults into the area typify the region
- The age profile of the region consists of a lower proportion of working age population with a larger proportion of retirement age. There is a significant proportion of 16 -25 years age cohort – reflecting the higher education institutions in the region.

2.1.2 Economic Activity

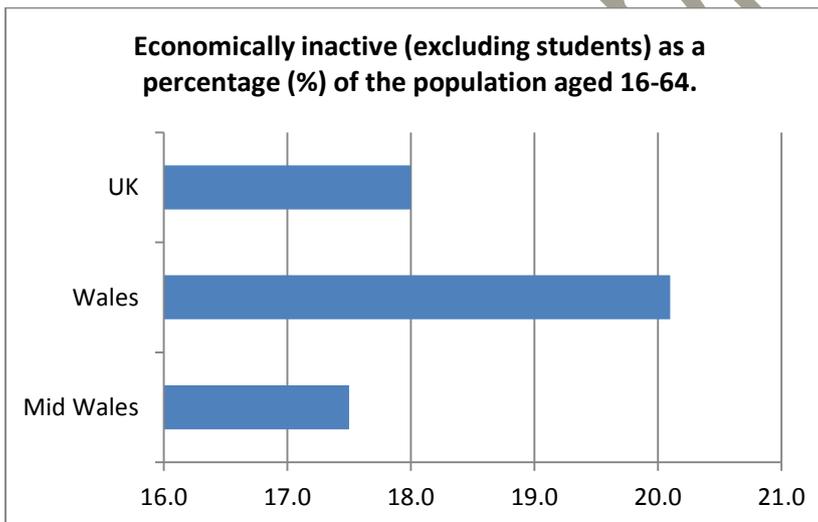
- Mid Wales has the second highest employment rate amongst the Welsh Economic regions and the lowest unemployment and economic inactivity rates.
- The region's economically active population (16+ years) is around 102,700 people, while economically active 16 – 64 years amount to more than 75% of that age cohort.
- Economic inactivity (ages 16-64) is estimated at 30,700 about 24.6% of the age group. Economic activity in this age group is characterised by high numbers of students and early retired with jobseekers less than half the Welsh average. These reflect “under-employment” and out-migration of young adults.

Graph 1 – Employment rate, year to September 2017



Source: ONS, National Population Survey

Graph 2 – Inactivity rate (excluding students), year to September 2017



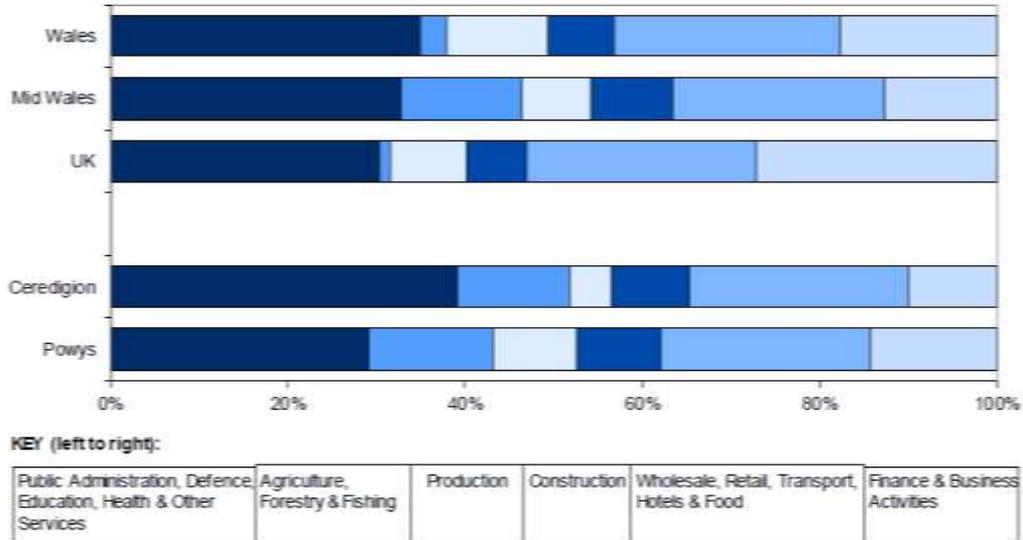
Source: ONS, National Population Survey

2.1.3 Employment Structure

- Jobs in the region are in a limited range of sectors often linked to self-employment and micro-businesses but dominated by the public sector, education and health sector:
- There are high levels of self-employment.
- Low levels of unemployment.
- The region has a higher proportion of part-time employment than Wales as a whole, (38.2% of employee jobs are part-time; Wales 35%, GB 31.7%)

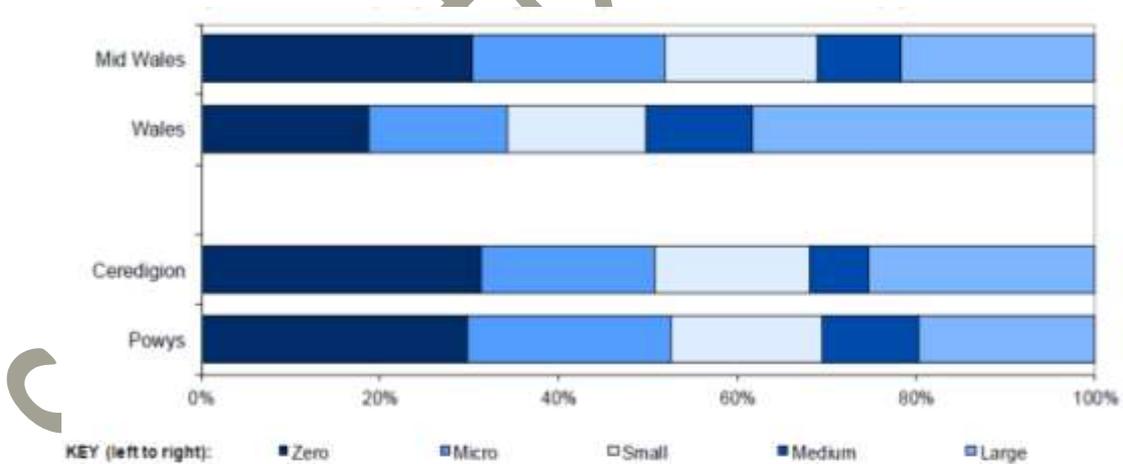
- 11.3% of all employment in the region is in the tourism sector, the highest proportion of any region in Wales.

Graph 3 – Workplace Employment by Industry, 2016



Source: Welsh Government Workplace Employment Data

Graph 4 – Proportion of employment by enterprise size-band, 2017



(a) The size band is based upon the size of the UK enterprises and includes all enterprises that are active in Wales.

Source: ONS, Business Demography Data

2.1.4 The Region's Businesses

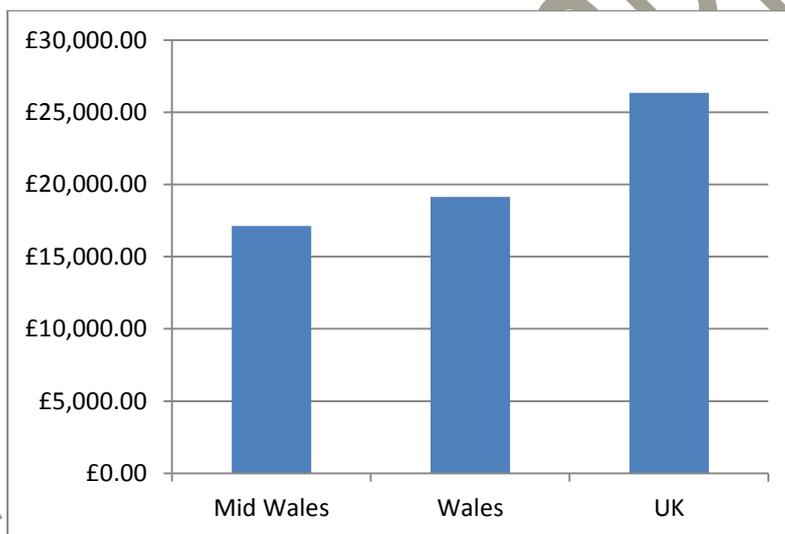
- There were 29,700 enterprises active in Mid Wales in 2016, of which 95.7% are micro enterprises (0-9 employees). This is slightly more than the Welsh average of 94.9%.

- The region has a narrow economic business base dominated by the agriculture sector, closely followed by tourism

2.1.5 Prosperity and Economic Performance

- The headline economic statistics of Gross Value Added (GVA) and Gross Disposable Household Income are only available for Powys, not for the whole of Mid Wales, due to the structure of the NUTS3 areas.
- Powys has total GVA of £2.3 billion in 2015. This translates as £16,972 per head or 66.9% of the UK average, compared to 71% for Wales.
- This difference is mostly down to job structure, with Powys having a lower GVA per job than the Welsh average, but is also due to net commuting out from the region (principally across the border) and higher proportion of elderly residents.
- Average full time weekly earnings are lower than the Wales average in 2016. Relative to the UK, earnings in Mid Wales were 85.4% of the UK average – well below the Wales average of 91.4%. However, the region also has the highest GDHI amongst the economic regions, at 90.7% of the UK average.

Graph 5 – GVA per head, 2016



Source: ONS GVA data

2.1.6 Communications and Accessibility

- The road system reflects the rural nature of the region with dual carriageway confined to the south east leading to the M4/M50 corridor, although the region contains several key arterial trunk roads, such as the A470.
- Public transport services are limited.
- Rail services link Aberystwyth and Shrewsbury across the north of the region to the West Midlands and Birmingham Airport and through the centre of the region, linking Swansea and Shrewsbury.

- Other commercial air links exist outside the region at Cardiff Wales Airport, Liverpool, and Manchester airports.
- The nearest commercial ports are outside the region at Holyhead, Fishguard, Pembroke, Swansea, Cardiff and Liverpool.
- There are improving ICT accessibility across the region as programmes to roll-out fibre broadband are being progressed. A number of employment sites have direct access to these high speed services but there remain areas where planned coverage is yet to be programmed.

2.1.7 *Quality Of Life*

- Low levels of recorded crime
- High quality natural environment with a central mountainous area, the Cambrian Mountains, and with the Brecon Beacons National Park in the south and is bordered by the Snowdonia National Park in the north.
- A coastline rich in tourism potential with the All Wales coast path running up its length and the attraction of the Cardigan Bay Seal & dolphin population.
- Recreational and tourism opportunities associated with both the high quality natural environment and the rich culture of the area.
- Significant assets including water, timber and potential energy resources.
- 36% of all farmed land in Wales is in Mid Wales.

2.1.8 *Deprivation*

In Wales, deprivation is usually measured with the Welsh Index of Multiple Deprivation (or WIMD), the Welsh Government's official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas where there are the highest concentrations of several different types of deprivation.

However, in rural areas, deprived people tend to be more geographically dispersed than in urban areas, making the WIMD unable to identify 'high concentrations' of deprivation. This is especially the case in Mid Wales, where only 7% of the Welsh population occupies 39% of the land mass. It is therefore more useful to consider the WIMD sub-indicators and other relevant sources of data.

The Welsh Index of Multiple Deprivation is split into 8 Domains, Income, Employment, Health, Education, Access to Services, Housing, Physical Environment and Community Safety.

Key Points

- Mid Wales contains 125 LSOAs (6.5% of the total 1909 LSOAs in Wales)
- Mid Wales has two Lower Super Output Area (LSOA) in the worst 10% among Wales overall
- Looking at the Overall Index, 3.2% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

Income¹

- Mid Wales has one Lower Super Output Area (LSOA) in the worst 10% among Wales overall
- There are a further six LSOAs among the worst 20% of areas overall - Newtown South, Welshpool Castle, Newtown Central 1, Ystradgynlais 1, Llandrindod East/Llandrindod West, Newtown Central 2

Employment²

- Mid Wales has two Lower Super Output Area (LSOA) in the worst 10% among Wales overall
- Looking at the Overall Index, 4% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

Health³

- Mid Wales has one Lower Super Output Area (LSOA) in the worst 10% among Wales overall
- Looking at the Overall Index, 4% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

Education, Skills and Training⁴

- Mid Wales has no Lower Super Output Areas (LSOA) in the worst 10% among Wales overall.
- Looking at the Overall Index, 2.4% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

Housing⁵

- Mid Wales has ten Lower Super Output Area (LSOA) in the worst 10% among Wales
- Looking at the Overall Index, 19.2% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

¹ The indicators used were: percentage in receipt of income related benefits, or dependent child of same; percentage in households receiving Tax Credits with income less than 60% of the Wales median, or dependent child of same; and National Asylum Support Service supported asylum seekers

² The indicators used were: percentage in receipt of Incapacity Benefit; percentage in receipt of Severe Disablement Allowance; percentage in receipt of Jobseeker's Allowance; and percentage in receipt of Employment and Support Allowance

³ The indicators used were: cancer incidence; all cause death rate; limiting long term illness; and percentage of live single births < 2.5kg

⁴ The indicators used were: Key Stage 2 average point scores; Key Stage 4 Level 2 Inclusive; Key Stage 4 Capped Point Score; percentage of people not entering higher education aged 18 to 19; percentage of adults aged 25 to 59/64 with no qualifications; and repeat absenteeism

⁵ The indicators used were: overcrowding in 2011 Census; and no central heating in 2011 Census

Access to Services⁶

- Mid Wales has 57 Lower Super Output Area (LSOA) in the worst 10% among Wales overall
- Of this 57, 20 are ranked in the top 50/2.5% in Wales
- There are a further 20 LSOAs among the worst 20% of areas overall
- Looking at the Overall Index, 61.6% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

Physical Environment⁷

- Mid Wales has two Lower Super Output Area (LSOA) in the worst 10% among Wales overall
- Looking at the Overall Index, 7.2% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

Community Safety⁸

- Mid Wales has six Lower Super Output Area (LSOA) in the worst 10% among Wales overall
- Looking at the Overall Index, 8% of LSOAs in Mid Wales are now among the worst 20% of LSOAs in Wales in 2014

Key Findings

- Most of Mid Wales is much worse than average for access to services on foot or by public/private transport, with 61.6% of LSOAs in Mid Wales among the worst 20% of LSOAs for Access to Services in Wales in 2014
- Mid Wales has two Lower Super Output Area (LSOA) in the worst 10% among Wales overall – Ystradgynlais and Aberteifi/Cardigan – 1. While these settlements have received historic investment due to their ability to identify their need, the regional regeneration plan requires such needs to be balanced with realistic and deliverable opportunities for investment. They have therefore not been prioritised for activity under this Regional Regeneration Plan.
- Cardigan has seen investments such as the £23.8m integrated healthcare centre due to open in 2018, the £12m restoration of Cardigan Castle and the anticipated refurbishment of the Cardigan Guildhall, in addition to numerous other initiatives such as a Townscape Heritage Scheme and various tourism business improvements.

⁶ The indicators used were: mean bus and walking journey time to NHS dentist; mean bus and walking journey time to Pharmacy; mean bus and walking journey time to Food shop; mean bus and walking journey time to GP; mean bus and walking journey time to Leisure centre; mean bus and walking journey time to Library; mean bus and walking journey time to Post Office; mean bus and walking journey time to Petrol Station; mean bus and walking journey time to Primary school; and mean bus and walking journey time to Secondary school

⁷ The indicators used were: air emissions; air quality; flood risk; and proximity to waste disposal and industrial sites

⁸ The indicators used were: police recorded burglary; police recorded criminal damage; police recorded anti-social behaviour; fire incidence; police recorded theft; and police recorded violent crime

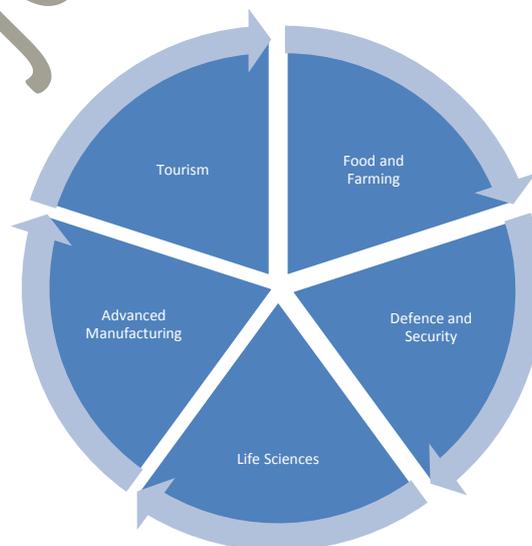
- Ystradgynlais is subject to activity under the Valleys Task Force initiative and for operational and delivery purposes comes under the direction of Neath Port Talbot County Council for Communities First-related activity. The location of the settlement on the periphery of the Powys border means service delivery needs are often naturally met by Local Authorities in the South East region.
- Aberystwyth has previously been designated a Strategic Regeneration Area by the WG under the Vibrant and Viable Places programme, gaining at least £10 mil of investment from WG and other sources. In addition to several large scale, strategic investments at Aberystwyth University, funded by ERDF, there are also planned investments for Yr Hen Coleg and the Vale of Rheidol Railway. There is also significant private sector development in the town – as evidenced by the Mill Street Commercial investment and ongoing developments on the Glan yr Afon Industrial Estate. The high level of private sector investment and participation negates the need for public sector intervention in the town.
- Housing is also an issue, with nearly a fifth (19.2%) of LSOAs in Mid Wales among the worst 20% of LSOAs for Housing in Wales in 2014.

2.1.9 Possible Alignment Opportunities

In terms of the regional strategic context, there are both existing and planned investments to which future strategically planned regeneration investments can add much value.

These opportunities can be found in the agreed priority sectors for the region;

Diagram 1 – Priority Sectors for the Mid Wales Region



Tourism	Food and Farming	Defence and Security	Life Sciences	Advanced Manufacturing
Outstanding natural environment - Brecon Beacons National Park, Cambrian Mountains etc.	Welshpool Livestock Market	Aberporth – Ministry of Defence and Qinetiq air range	Aberystwyth University Innovation and Enterprise Campus (AIEC)	Aberystwyth University Computer Science Department – world class expertise
Dyfi Biosphere	Food Centre Wales	MOD Sennybridge training area	BEACON bio-refining centre	Aberystwyth Centre for Earth and Space Monitoring (ACSEM)
Wales Coastal Path	Royal Welsh Show	Brecon MOD infantry training school	Wales Veterinary Services Centre, Aberystwyth VetHub1	
Cultural and heritage assets e.g. National Library of Wales, Powis Castle	IBERS (Institute of Biological, Environmental and Rural Sciences)			

In terms of infrastructure, significant investments include a new £7m train station at Bow Street, near Aberystwyth, and a series of investments in road infrastructure, including the Newtown Bypass – a 6.5km bypass to the south of the town to alleviate traffic congestion

Investments already announced for future investment;

- The restoration and refurbishment of Hay Castle.
- A487 New Dyfi Bridge, Machynlleth
- The restoration of a section of Montgomery Canal to link Welshpool to the national canal network
- The redevelopment of the Grade 1 listed Old College, Aberystwyth into an educational, cultural, community and tourism heritage destination and mixed-use facility

2.1.10 Regional SWOT

<p>STRENGTHS</p> <ul style="list-style-type: none"> ○ World class HE research base ○ Quality of life and environment ○ Social capital ○ Agricultural economy ○ Coastline and natural resources ○ High employment ○ Entrepreneurship culture ○ Improving infrastructure ○ Available land ○ Technical resources ○ Adjacent industrial regions ○ Heritage and culture 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> ○ Poor infrastructure and access to markets and services ○ Population changes/migration/mobility of skilled workforce ○ Smaller businesses predominate ○ Low productivity and incomes ○ Low population density leading to higher costs of living and services ○ Lower qualified workforce ○ Underemployment rather than unemployment ○ Ageing workforce
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ○ Innovation spin outs from HE ○ Utilising the natural environment, agricultural products and landscape ○ Strengthen Local Growth Zones as strategic hubs ○ Developing east-west economic links through the Marches LEP and with enterprise zones ○ Develop a regional skills business led approach to break low skills/low productivity cycle ○ Growing the knowledge based economy 	<p>THREATS</p> <ul style="list-style-type: none"> ○ Global economic slow-down and competition ○ Lack of investment in infrastructure ○ Disconnect between skills and business needs ○ Outmigration ○ Lack of affordable housing ○ Withdrawal and centralisation of services including shrinking public sector ○ Competition from adjacent economic regions ○ Potential impact of Brexit on rural economy and communities

2.1.11 Match Funding

Potential match funding sources for projects coming forward under the Regional Regeneration Plan over the next 15 years include;

Welsh Government funding e.g.

- Social Housing Grant
- Welsh Housing Quality Standard
- Business Wales grants
- Tourism Investment Support Scheme

- Capital development grants for museums, archives and libraries
- Community Facilities Programme
- Arts Council of Wales
- Sport Wales
- Cadw
- Environment grants
- Tidy Towns
- Cymraeg 2050 grant scheme
- Local Transport Grant

Non-Welsh Government funding e.g.

- Local Authorities' own funding and assets
- Lottery funding, including Heritage Lottery funding
- Coastal Communities Fund
- Coal fields Regeneration Trust
- EU funding
- Private sector funding
- WG or other loan funding

Depending on the nature of what regeneration funding schemes come forward over the period covered by this plan, eligible match funding sources will differ.

It should be noted that further funding sources may be available depending on the nature of the proposed regeneration activity e.g. business based initiatives may benefit from sector specific funding opportunities

Depending on the status of the lead applicant and/or the nature of the partners involved, it may be possible for partners to apply for funding from certain third sector and charitable organisations

Section 3 Partnership & Governance Arrangements

The partnership and governance arrangements need to balance fair and equitable regional partnership working with processes that are neither overly complex nor time consuming. Ultimately, the region foresees that economic regeneration activities will be overseen by an “Executive Board”. Each of the local authorities in the region will be represented on the Board. The precise structure of the Board is being discussed and will be developed as the details of its activities and functions become clearer. These arrangements will not be in place in time to administer the start of TRIp; interim arrangements will therefore be necessary in the Mid-Wales region.

The general principles of the emerging arrangements are:

Where project activity is on the form of a modest umbrella targeted grant scheme:

- A Lead Authority is to be agreed by the GMW Partnership and nominated as ‘Lead Body’ to be financially responsible for the funding and to contract with Welsh Government on behalf of the region for that project.
- Delegated powers for individual project investment approvals to be sought from respective Cabinets to be given to a joint ‘Steering Group’ drawn from and nominated and agreed by the GMW Partnership that is representative of all sectors.
- The ‘Steering Group’ to be able to make “delegated” approvals against individual applications up to a threshold of total grant awarded, where that threshold is to be agreed with Welsh Government. Appropriate delegated powers will be sought from respective Cabinets / Monitoring officers to enable these approvals to be made.
- Steering Group to recommend awards based on evidence based scoring against scheme criteria that drive investment in the very best proposals. There will be no geographical ring fencing to any of the 6 identified towns to begin with, unless the grant scheme criteria define such targeting. Should an unreasonable bias of investment emerge towards any towns, this will trigger a review by the wider GMW Partnership as to the reasons for lack of investment in some of the towns.
- The Lead Body formally awards the offer of funding and invites the applicant to enter into a contract with it.
- The ‘Lead Body’ enters into contract with successful applicants to deliver the individual developments in accordance with recommendations received from the ‘Steering Group’. Grant awards made with the minimum amount of grant necessary to enable the investment to proceed and within State Aid regulations where applicable.
- Where State Aid is applicable then either De Minimis or the Welsh Local Government Aid scheme SA.49737 exemption within GBER to be used.
- Steering Group scrutinizes and holds to account the Lead Authority’s administration and the performance of individual applicants.

Where project activity is in the form of more specific individual assessments:

- Project activity proposals will be identified through a combination of Local Authority led investments and by an open call Speculative Notice published through 'Sell To Wales' and other media outlets inviting expressions of interest against a set of criteria related to strategy fit and TRIp scheme criteria. Depending on the response, this exercise might be repeated further into the Program in year 2 or 3.
- The 'Steering Group' (as defined above) will assess all project activity proposals for fit with strategy and the TRIp scheme criteria and recommend those ideas to be progressed further into development. The Steering Group shall have delegated authority to make these recommendations.
- The Local Authority in which that investment takes place will be the financially responsible 'Lead Body' and progress the proposal by working with the potential sponsor to develop the project through to an application to Welsh Government and then enter into contract with both the sponsor of the project and the Welsh Government should it become approved. The 'Lead Body' will effectively be a conduit between Welsh Government and the project sponsor to pass on money and obligations in accordance with the specific project contract. The 'Lead Body' will recoup the administration costs of doing this by adding project management costs to the project costs.
- Authority for a 'Lead Body' to make an application to Welsh Government and enter into any subsequent contract with Welsh Government will be in accordance with the standing orders for the relevant Local Authority.

In both options the 'Steering Group' will be responsible for giving regular reports and updates to the wider GMW Partnership who shall have the ability to advise the Steering Group as necessary. The above arrangements are to be approved by the respective cabinets during March (Ceredigion) and April (Powys), whilst the Growing Mid Wales Partnership will agree the detail of this Regeneration Plan and designate individuals to sit on the steering group in its meeting on the 13th of April.

Section 4 – Approach for Targeted Regeneration Investment

4.1 – Strategic Regeneration Areas

In deciding how to use the Targeted Regeneration Investment money it is important to note that this is only part of the wider investment plans for the region outlined above. Our decisions have been guided partly by the written scheme guidance and its criteria, and partly by recognising that rural Mid Wales has very different needs in terms of regeneration compared to the other economic regions of Wales. Importantly, the region has no one large urban settlement which can provide a focus for activity. The settlement pattern is that of dispersed market towns.

These towns provide a both a social and economic focus for a large surrounding area. By focusing activity on such towns, proposed interventions will have the greatest chance of impacting a larger number of people.

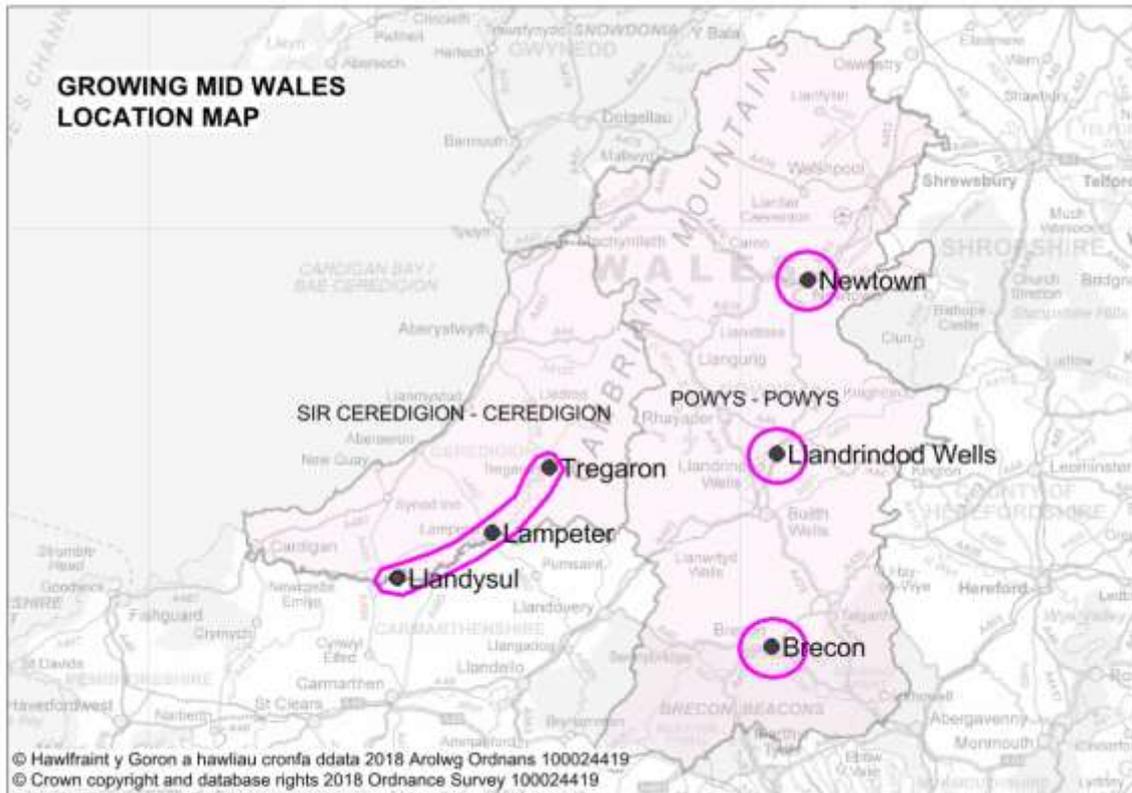
We have adopted a strategic approach to the selection of regional strategic regeneration areas in this plan, with particular consideration and weighting given to towns and communities that have lacked significant regeneration activity in the last 10 to 15 years but where there are realistic opportunities for investment. An extensive scoring and prioritisation exercise of all towns in the region has been undertaken to reach these designations, and ensure the proposed interventions under this regional regeneration plan will have the most impact. The scoring criteria gave due weighting to the relevant factors detailed in the TRIp guidance. Approval has been gained from both Cabinets for the selections made.

Based on the described scoring process, and looking to build on the legacy and impact of Welsh Government initiatives, Growing Mid Wales will focus regeneration activity on the towns under the Powys Local Growth Zone (Newtown and Severn Valley, Llandrindod Wells, Brecon) and the Teifi Valley Local Growth Zone (Llandysul, Lampeter and Tregaron as three small towns in one regeneration area). This approach will ensure value is added to existing Welsh Government investments in areas of previously identified need of economic regeneration, designated as Local Growth Zones, and will focus on the specific market towns where activity will have the greatest potential to reach the greatest number of possible residents given the dispersed nature of settlements in the region. In response to a request from Welsh Government for some prioritisation of these 6 towns, a provisional prioritisation has been made to concentrate on Llandrindod Wells first in Powys, followed by Newtown and then Brecon; whilst the prioritisation of the 3 Teifi Valley towns will to some extent be informed by the response to the open call described in section 3 above – the results of which will be available in May 2018.

The identification of shared need in the smaller Teifi towns lends itself to the three towns and their hinterland being a regeneration area in its own right. Smaller investments in these towns are likely to have a bigger social impact than in a larger

urban area. The accumulation of these smaller interventions will add up to regionally significant targets being achieved.

Map - Strategic Regeneration Areas within the Mid Wales Region



It is impossible in an area with challenging geography that covers 39% of the land mass of Wales that focusing regeneration in one settlement will have impact on the whole region – hence, the need for a higher than average number of regeneration areas in comparison to other economic regions

4.2 – Programme Logic

Based on the above logic and our evidence base, the overarching aim of our regeneration approach in Mid Wales is to create a region of **THRIVING AND SUSTAINABLE MARKET TOWNS**.

This will be achieved by concentrating regeneration activity on three key themes, which are closely aligned to the five priorities of the Growing Mid Wales Framework for Action.

PLACE – creating vibrant, attractive and accessible towns for people to live, work & visit

Key activities:

- Refurbishment of vacant and underused heritage buildings
- Town centre identity and promotion – signage, branding, WIFI, public art & events
- Infrastructure, connectivity & sustainable travel improvements
- Environmental, public realm & gateways enhancements

ECONOMY – supporting the competitiveness & sustainability of the local economy and creating better quality jobs

Key activities:

- Provision of good quality business site & premises
- Development of tourism offer & the visitor economy
- Business start-up and support initiatives
- Overcoming financial viability barriers to private sector investment

COMMUNITY – improving access to essential services, supporting the health and wellbeing of local residents and providing good quality, affordable homes

Key activities:

- Supporting the provision of rural services e.g. early years, health & social care, banking, PO
- Bringing empty and underused properties and derelict sites back into residential use
- Integrating training & skills initiatives with regeneration investment
- Promoting health & wellbeing through integrated service provision

When distilled down into priorities for action, the regional programme priorities will be;

1. PLACE - Redeveloping and refurbishing buildings, sites and premises
2. COMMUNITY - Community services and service integration
3. ECONOMY - Rural entrepreneurship

As HOUSING is also an identified need for Mid Wales, where schemes can provide housing as a holistic and integrated part of schemes delivering against the above priorities - e.g Homes over Shops – this will be given positive consideration in any scoring and prioritisation exercise.

By targeting the above activity, the following outcomes will be achieved;

- Occupied properties/reduced vacancy rates
- Attractive town centre environments
- Increased investment and sustained job opportunities
- Enhanced rental values
- Increased footfall and spend
- Improved perception of local area
- Improved access to, and safeguarding of, sustainable services
- Increase in number of business start ups
- Increase in business growth
- Quality, safe housing provision

This will result in the higher level impacts of;

- Spreading prosperity by growing and enabling businesses
- Sustainable rural service provision
- Connected communities
- Improved economic, physical and mental health for residents

Which will create THRIVING AND SUSTAINABLE MARKET TOWNS

Diagram 1: The Mid Wales Regional Regeneration Strategy



4.3 – Strategic fit of proposed areas of intervention

4.3.1 - How will the Plan ensure Prosperity for All?

Prosperity for All is the Welsh Government’s key overarching policy document

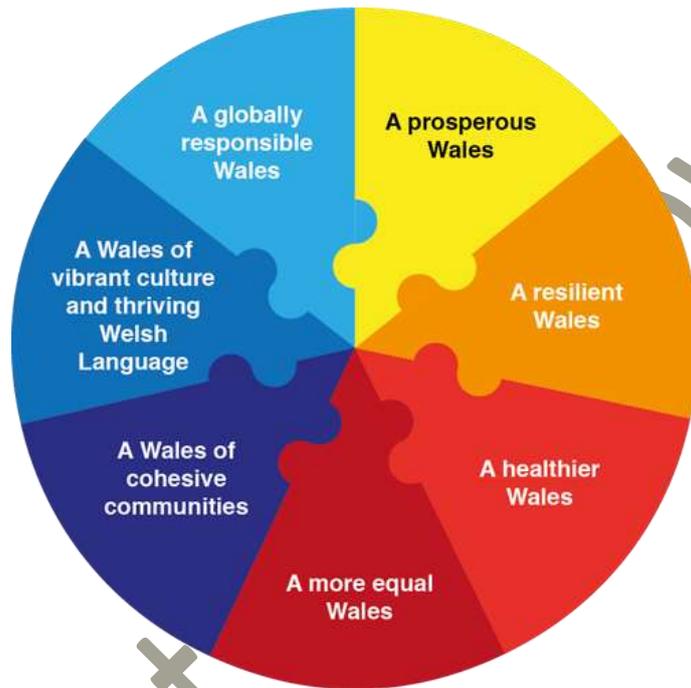
The strategy sets out a vision and actions covering each of the key themes in the Programme for Government – Prosperous and Secure, Healthy and Active, Ambitious and Learning, and United and Connected.

It also identifies 5 priority areas – early years, housing, social care, mental health and skills, which have the potential to make the greatest contribution to long-term prosperity and well-being.

Each of the three Growing Mid Wales priorities for regeneration action (redeveloping and refurbishing buildings, sites and premises; community services and service integration; rural entrepreneurship; and housing) aligns with two of the four Prosperity for All themes.

The Prosperity for All document also builds on fundamental principles contained in The Well-being of Future Generations (Wales) Act. The overarching aim of the act is to improve the social, economic, environmental and cultural well-being of Wales, by making the public bodies listed in the Act think more about the long-term; work better with people and communities and each other; look to prevent problems; and take a more joined-up approach.

The Well-being of Future Generations (Wales) Act is structured around the principle of seven well-being goals;



The table below demonstrates how the Mid Wales Regional Regeneration Strategy aligns with both the WBFGA seven well-being goals and the Prosperity for All priorities.

Table 1: Policy Matrix

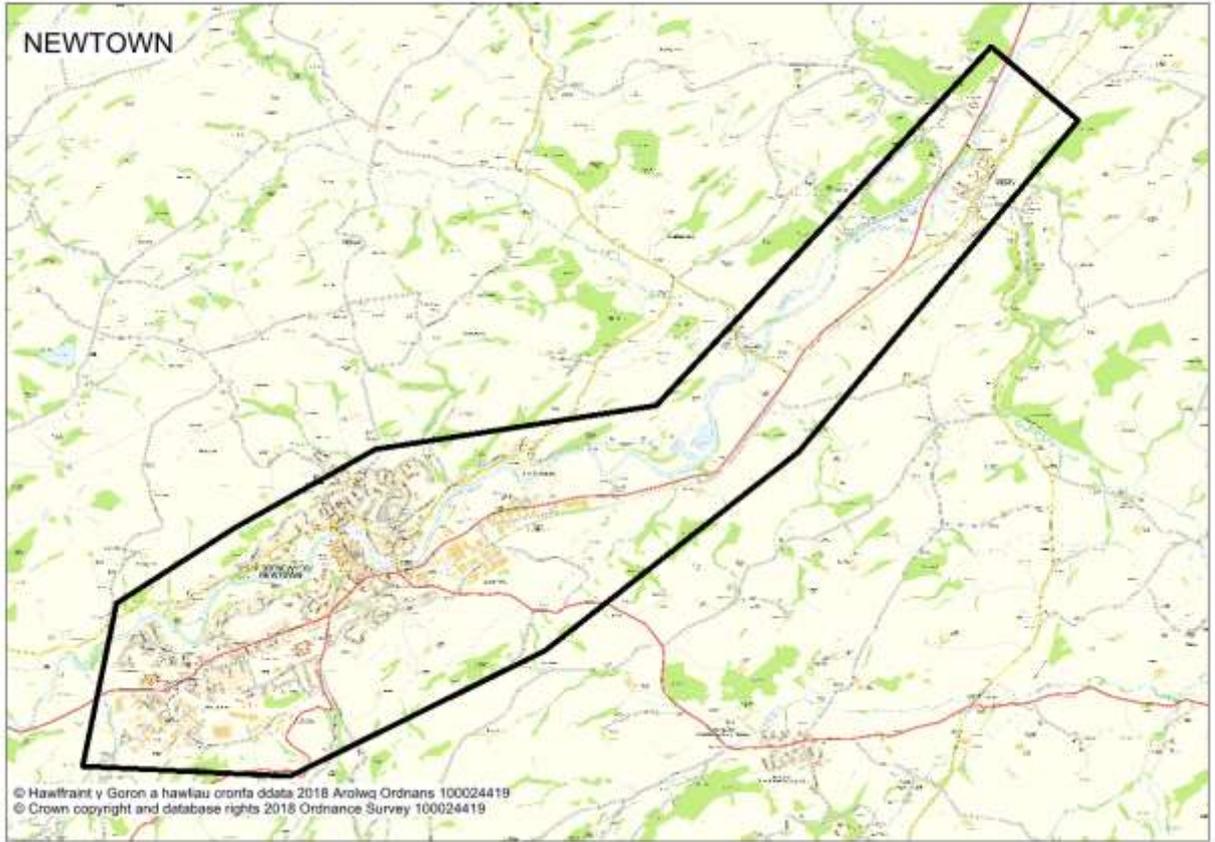
Prosperity for All Priorities	GMW Regeneration Priorities	WBFGA Goals
<p>Prosperous & Secure</p> <ul style="list-style-type: none"> • Support people and businesses to drive prosperity • Tackle regional inequality and promote fair work • Drive sustainable growth and combat climate change 	<ul style="list-style-type: none"> • PLACE - Redeveloping and refurbishing buildings sites and premises • ECONOMY - Rural entrepreneurship 	<ul style="list-style-type: none"> • A prosperous Wales • A more equal Wales • A Wales of cohesive communities
<p>Healthy & Active</p> <ul style="list-style-type: none"> • Deliver quality health and care services fit for the future • Promote health and well-being for everyone • Build healthier communities and better environments 	<ul style="list-style-type: none"> • COMMUNITY - Community services and service integration • HOUSING – Better homes 	<ul style="list-style-type: none"> • A healthier Wales • A more equal Wales
<p>Ambitious & Learning</p> <ul style="list-style-type: none"> • Support young people to make the most of their potential • Build ambition and encourage learning for life • Equip everyone with the right skills for a changing world 	<ul style="list-style-type: none"> • ECONOMY - Rural entrepreneurship 	<ul style="list-style-type: none"> • A prosperous Wales • A more equal Wales
<p>United & Connected</p> <ul style="list-style-type: none"> • Build resilient communities, culture, and language • Deliver modern and connected infrastructure • Promote and protect Wales' place in the world 	<ul style="list-style-type: none"> • PLACE - Redeveloping and refurbishing buildings sites and premises • COMMUNITY - Community services and service integration • HOUSING – Better homes 	<ul style="list-style-type: none"> • A prosperous Wales • A healthier Wales • A more equal Wales • A Wales of cohesive communities

4.4 – Strategic Regeneration Area Profiles

Name of Town & County			
Newtown, Powys			
General overview and historic issues			
Population: 12,000			
<p>Newtown is the largest of the county's towns, with a population of over 12,000. It is an important local hub, as well as being one of the main shopping and commercial centres within Powys. The town suffers from strong competition from other locations, including those across the English border.</p> <p>An historic Norman settlement it has grown gradually from being a market town with a woollen milling trade to a town with a diversity of industrial and trading businesses.</p> <p>Newtown was designated a New Town in 1967, which saw huge employment land development. These developments are now ageing and require upgrading to meet current demand".</p> <p>There are significant issues of deprivation within the town, as recognised by the Welsh Index of Multiple Deprivation in 2014. Central Newtown wards have a significant number of "workless" households with dependent children; 7.5% of work age residents in Newtown South are unemployed – nearly 400 people; while 20 – 30% of households do not have a car.</p> <p>Newtown is not a traditional tourist centre, and its economy is more strongly focussed on services and industry. The college plays an important role in the town and there is an opportunity for the town to develop further as a service centre and as a centre for business focussed learning.</p> <p>The town has several primary schools and a large secondary school serving a wide area. A new school has recently being built for the provision of Welsh education for primary aged pupils.</p> <p>The 2016 Healthcheck noted:</p>			
Strengths	<ul style="list-style-type: none"> A number of national multiples Good number of shops Good range of service facilities Good car parking for shoppers Good transport access including rail provision. Neath Port Talbot College has a well-established campus on the edge of town linked to Theatr Hafren, with strong student numbers from across Mid 	Weaknesses/Gaps	<ul style="list-style-type: none"> There are insufficient business premises and industrial units of sufficient quality to meet demand. There are a number of empty and underused buildings in the town centre. The town lacks a sense of arrival and access around the town is difficult. The town's leisure and night time economy offer is seen to be of relatively poor quality. The town does not have

	<p>and North Powys Current construction of the Newtown Bypass will improve traffic congestion in the town. The town is a central hub for the Severn Valley Corridor across Mid Wales and located on the intersection of the A483/ A489/A470 trunk roads. The town has developable land available.</p>		<p>WiFi. There is a need for more affordable housing in the town</p>
<p>Opportunities</p>	<p>There is clear evidence of demand for further business expansion in the town The recent and ongoing development of social housing accommodation close to the town centre The Bypass will shorten journey times for commercial trade across the region making trading from Newtown more attractive and viable The town has a number of underused assets including the Montgomery Canal There are numbers available people of employable age</p>	<p>Threats</p>	<p>There is a risk that the construction of the Newtown Bypass will have a detrimental effect on the vibrancy of the town centre. The Bypass and its many access roads may constrain expansion of the town by creating limited 'pockets' where development can take place. The supply of employment land is a constraint The Bypass may encourage new Businesses to overlook Newtown and locate in Welshpool or across the border. Tourism attractions in Newtown are limited and visitors are likely to Bypass the town on their journeys to more scenic parts of Wales.</p>
<p>Conclusions on Health of Centre</p>	<p>Newtown is a town that provides for the retail and service needs of its own population and the rural hinterland for a wide area. Bank closures have forced many of the people in the smaller towns in the Severn Valley to travel to Newtown where the main banks and national retail chains are currently viable. The by-pass when completed may encourage shoppers to look elsewhere or to only visit the large supermarkets on the edge of the main settlement and not to make a further journey to visit the town centre. The decline caused by the bypass will reduce the range of retail offering leaving the discount stores and charity shops to serve the less affluent people of the town. This will add to the blighting effect the internet is already having on the town centre. The centre will look less attractive for the tourism trade, which already has few attractions to draw visitors to the town.</p>		

Dependant Hinterland
Aberbechan, Aberhafesp, Abermule, Adfa, Bettws Cedewain, Beulah, Brooks, Caersws, Carno, Cefn Coch, Churchstoke, Dolfor, Kerry, Llandinam, Llandyssil, Llangurig, Llanidloes, Llanllwchaiarn, Llanmerewig, Llanwnog, Mochdre, Montgomery, New Mills & Manafon, Newchapel, Penstrowed, Sarn, The Fron, Trefeglwys, Tregynon, Tylwch
Specific issues (current)
<p>Businesses are unable to expand because of the lack of premises of a sufficient size and adequate quality. The junctions with the bypass and the town's 'gate way' areas are blighted by unattractive, outdated and decaying industrial units. Land available for industrial development is now restricted by the bypass, the many access roads and by the flood plain of the River Severn. The college is not offering courses of adequate quality for more able and talented students who choose to study out of the county from the age of 16 onwards, many never return to invigorate the skill base of the area. The provision of leisure facilities and attractions for tourists is inadequate and of poor quality.</p> <p>All these factors deter new businesses wishing to relocate to the town and encourage them to choose the Marches area where there are currently attractive deals and resources on offer. Motivated people with employable skills are also repelled from settling in the town adding to the skill shortage. Businesses that may be attracted to the area will serve the remaining low paid and unemployed residents, providing further low paid, insecure employment and a culture of a 'race to the bottom'. These businesses may displace current businesses that choose to leave the area because they cannot expand and/or find sufficient skilled and motivated workers.</p> <p>For the large regional hinterland of the town, the main employer is Agriculture which is traditionally loyal to local businesses and communities, spending the vast majority of any income with other agri-businesses. Thus the sector supports a large number of other SMEs and creates a stimulus to other service industry suppliers and trades. The effect of Brexit is likely to starve the industry of government support causing a dramatic decline in the number of micro businesses (family farms) in the region. The town and the hinterland will feel the impact of this decline directly and indirectly throughout its economy.</p> <p>The lack of attractions in and around the town is also a limiting factor for tourism enterprises which farmers often invest in as a way of diversifying their businesses.</p>
Evidence of need, stats etc.
Potential Project activity
Potential partners



Subject to C...

Name of Town & County
Llandrindod Wells, Powys
General overview and historic issues
<p>Population: 5,309</p> <p>Llandrindod Wells is the county town of Powys. It is a historic town, with its present-day form dating mainly from the late 19th century and its role as a spa town, which grew very rapidly in its heyday. The town has an abundance of fine Victorian buildings, including several large hotels and former guest houses in a large Conservation Area. This built heritage is rapidly deteriorating however and in need of significant investment, in keeping with its historic surroundings. Llandrindod Wells remains a centre for tourism and conferences however the visitor offer is currently weak and in need of additional attractions.</p> <p>Many of the largest hotels were taken over by Radnorshire County Council and now are used by Powys County Council. As agile working and co-use of buildings take effect the future of many of these historic and inefficient buildings is under threat. The largest employer in the town is Powys County Council, increasingly the workforce, who often commute from a wide area, use bases in Powys closer to home or work from home for many days of the month. They therefore do not use many of the facilities in Llandrindod Wells and do not regard it as their base, even for shopping.</p> <p>The community in the town's hinterland does use the services and retail offering within the town. The increasing use of internet banking has resulted in the recent closure of one of the Banks. Many of the Building Societies co-located in other businesses such as estate agencies have also been relocated to other larger towns. There is also sizeable employment land on the edge of the town, which has space for development but is not being taken up. As the wider community has more freedom to trade elsewhere there is less loyalty to the town and visits to larger towns further afield are more usual.</p> <p>The opening of a large supermarket on the edge of the main settlement has drawn substantial trade away from the main high street. Another large Supermarket at the back of the main shopping street has since closed and remains empty. Many of the small independent shops have also closed and are still empty. The use of internet shopping has hastened this decline. The large numbers of residents living on benefits use the 5 charity shops within the town.</p> <p>The town also provides for the community's primary and secondary educational needs, with a wider special educational role in supporting the Welsh language. The secondary school has recently merged with Builth High School which has a Welsh language stream. The new merged school may be relocated to a new site away from the town.</p> <p>The use of the Welsh Government office located on the edge of the main settlement by the Agricultural Industry within the Mid Powys region makes the town a natural centre for support services. The dominance of Agriculture in the Mid Powys region and the uncertainty for that industry post Brexit is the major threat to the region and the town. The likely decline in the number of agricultural micro businesses will drastically affect the number visiting the town and using its financial and legal services, its agricultural suppliers and the other trades in the town. The need for a Welsh Government presence in Llandrindod Wells could be also in question.</p>

The remote location of the town with the nearest motorway being 48 miles away has deterred many businesses from locating in the town. There are limited employment opportunities for people of working age and the trend is for young people to leave the area and never return. As there is no Higher Education provision in the County most of the more able and talented students from the town move and study out of the County and continue their careers elsewhere. These factors added to the relatively low property prices in the area attracting newly retired people from all over the UK has resulted in the highest proportion of people aged 65 and over in the town compared to other large towns in Powys.

The 2016 Healthcheck noted:

Strengths	Weaknesses/Gaps
<p>Presence of a number of national multiple retailers</p> <p>Provision of car parking for shoppers in centre</p> <p>A traditional town environment which is clean and has a good streetscape, with a strong traditional tourism legacy and history, with a range of historic Victorian buildings</p> <p>Central position in Wales, the town serves as a venue for Wales-wide events and offers excellent conference and meeting facilities in support of this</p> <p>The town has a large amount of green spaces with a mature, high quality natural environment, which includes Llandrindod lake</p> <p>It has a diverse industrial offer and available business premises</p>	<p>The town is relatively remote, and has a small population</p> <p>Large supermarket positioned on edge of main settlement close to building trade suppliers allows shoppers and tradespeople to bypass the main street and small independent shops</p> <p>Main car park is on the far side of the railway line</p> <p>Dispersed catchment Limited retail offer</p> <p>Victorian Buildings decaying rapidly and needing significant investment</p> <p>Most are converted into flats and a high proportion of occupants are on benefits.</p> <p>High level of social deprivation across all town wards.</p> <p>A number of historic buildings in the town centre are empty or under-used and in need of renovation, and give a somewhat run-down feel to the whole</p> <p>Tourism is affected by remote location.</p> <p>The Mid Wales Region</p>

	<p>It offers a central location for small business between the Midlands and South Wales</p> <p>Has available developable land</p> <p>Safe and crime free location for vulnerable groups</p> <p>Safe area with an abundance of space for families who wish to escape the pressures of urban life</p>	<p>does not have a high profile and is barely known outside Wales</p> <p>The town has seen the loss of significant businesses and disinvestment by the public sector</p> <p>Business is affected by long supply routes and the additional time it takes to reach the motorway network</p> <p>Business and homes in the hinterland are increasingly affected by minimal broadband and mobile no spots</p> <p>There is a poor level of complimentary services and facilities available for a town centre of this size</p> <p>General lack of amenities and remote location deters relocation of businesses Very limited supply of smaller, modern, town centre premises available to accommodate new operators looking to trade in Llandrindod Wells</p> <p>High proportion of people 65 and over</p> <p>Young people with employable skills are leaving the area and not returning Poor public transport links. The trains or buses are not usable for regular commuting or business use.</p>
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<p>Opportunities</p>	<p>Relatively low house prices and crime rates</p> <p>Central focus on main street</p> <p>Community running of leisure facilities</p> <p>Town WiFi</p> <p>Central Wales Line manned station</p>	<p>Threats</p>	<p>Newly retired people and problem families are attracted to the town</p> <p>Young people with employable skills are leaving the area and not returning</p> <p>Further closures of key services</p> <p>There is concern regarding the high number of properties that are currently on the market, many of which are large historic buildings that are costly to run and maintain</p> <p>Precarious nature of Community Led organisations</p> <p>Lack of take up of Town WiFi</p>
<p>Conclusions on Health of Centre</p>	<p>Llandrindod Wells is an administrative and tourism centre that provides for the retail and other community needs of its rural hinterland and wider region. The town is surviving the gradual decline of its services and the marginalisation of the region. The number of people from other counties living on benefits, in the town's profusion of flats is increasing. The average age of the town is also relatively high compared to other towns in the county. The opportunities for employment with career progression and also for full time employment at all are quite limited. These are all factors contributing to the loss of the young working population to larger towns outside the county, never to return. The probable decline in the Agricultural Industry that uses the town will also add to its ongoing degeneration.</p> <p>The tourist trade is limited by the lack of attractions, the poor retail offering and the remote location of the town. This also affects the attractiveness of the wider region for tourists, so it is having a limiting effect on increasing the profile of Mid Wales.</p>		
<p>Dependant Hinterland</p>			
<p>Rhayader, Builth Wells, Elan Valley, Pantydwr, St Harmon, Abby-Cwm-Hir, Llanbadarn Fynydd, Llanbister, Llanddewi, Crossgates, Dolau, Llandegley, Llanyre, Nantmel, Llanwrthwl, Newbridge-On-Wye, Howey.</p>			
<p>Specific issues (current)</p>			
<p>The shopping area of the town has down scaled to one street which is a mix of independent shops, with flats above, commercial premises and empty shops. In recent</p>			

times a Supermarket large enough to cater for the needs of the town and the wider region was built on the edge of the main settlement allowing people from the town and the wider hinterland to by-pass the main street and the independent businesses. The supermarket's product range competes directly with that on offer in the town centre. Those able to retire have closed their businesses. Some have been forced to cease trading and their premises remain empty.

The increase of internet banking and use of the internet in general has severely affected the footfall in the town centre. This is endangering the viability of the remaining banks and shops.

The lack of vitality in the town with many large empty buildings of all types, its limited retail selection and lack of attractions is detrimental to the tourism trade. The companies that block book the large hotels with coach loads of visitors also find the lengthy drive of at least 2 hours from the motorway network onerous and off putting. Small tourism businesses in the hinterland of the town are also limited by the lack of attractions in the area. Tourism is also one of the forms of diversification for Agricultural businesses in the town's hinterland, in many cases it is a vital income stream to offset the uncertain nature of the livestock market. The impact of a likely Brexit 'perfect storm' for livestock farming may make tourism the only form of income for many businesses in the hinterland of the town that are traditionally loyal to its shops and services.

To remain viable businesses are employing people on a part time basis, so it is common for residents to have more than one part time job. This lack of secure full time employment and lack of facilities is causing more young people to leave the area and break family ties, particularly if they have studied in Higher Education, which is not provided within the county.

The town has a very low crime rate and relatively low property prices. It therefore attracts the newly retired to the town. The average age in the town is the highest of all the towns in the county giving it a heavy social care burden. Lack of young people living and working in the area means that social housing landlords often fill their properties with unemployable problem people from outside the region. The forthcoming Universal Tax Scheme has already been flagged as a potential difficulty for the town's economy.

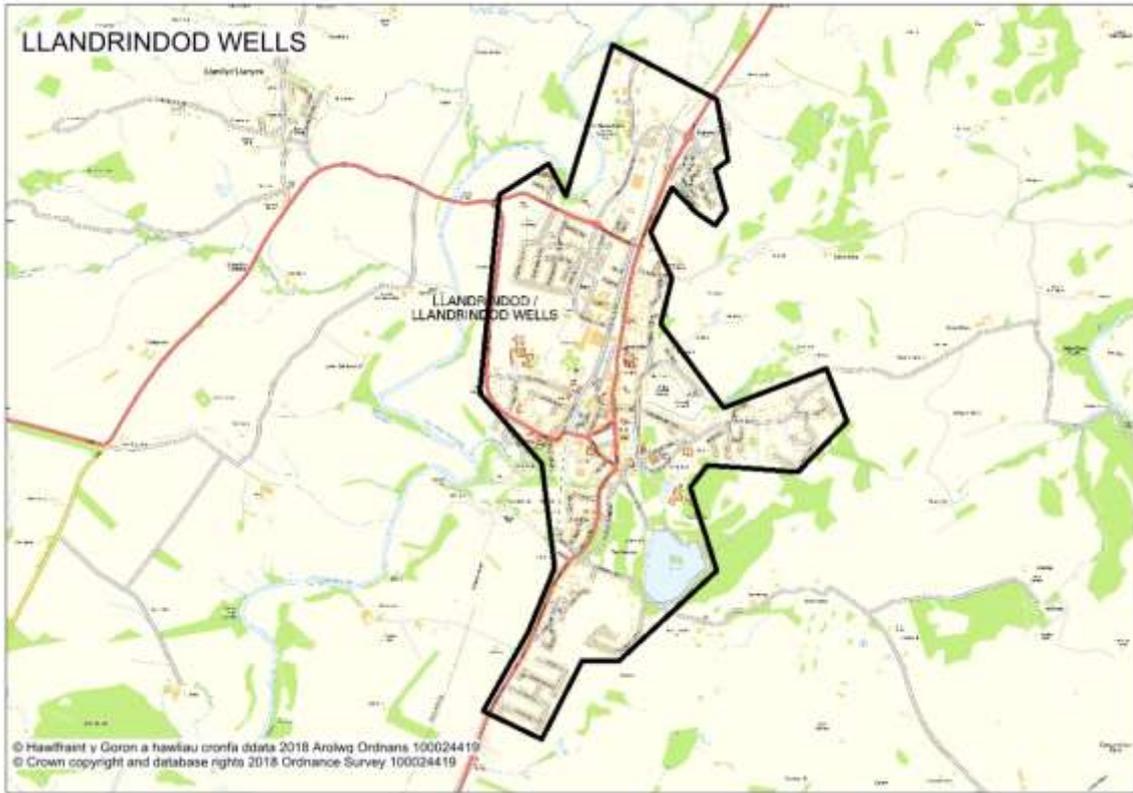
Many of the industrial units on the edge of the town are used as offices or building trade suppliers. Large companies employing large numbers have ceased trading in the town. For example one business moved its operation to Eastern Europe. The lengthy supply route from the motorway network and general lack of connectivity deters many businesses from locating in the area.

The County Council and Welsh Office have also restructured in recent years and depleted its staff numbers. The trend towards agile working also decreases the need for staff to consistently travel to the town and negates any loyalty they may have built up because it is not their regular place of work.

The town has experienced several waves of decline in recent years.

Evidence of need, stats etc.

Potential Project activity
Potential partners



Name of Town & County
Brecon, Powys
General overview and historic issues
Population: 8000
<p>Brecon is the third largest town in Powys, with a population of just under 8,000. Brecon’s prominence within the National Park makes it a key town and important visitor destination and this role can be further strengthened. The town’s relative position in relation to major retail centres such as Cardiff, Swansea, Hereford, Abergavenny, and Merthyr Tydfil means that Brecon requires a distinctive and unique retail offer to create a sustainable community and attract both short and long stay visitors. There is scope to further develop the town as a visitor destination, particularly building on the Brecon Beacons brand.</p>

Brecon is a Historic market town and has a history of being an important regional administrative centre. Since 1805 there has been an Army Barracks in the town. It retains a Norman castle, a Cathedral, a Guildhall and many fine Georgian Town Houses. The Georgian facades now often mask decaying outdated properties with a maze of outbuildings behind all requiring substantial, costly, heritage restoration and conservation.

A bypass has been built in recent years, making travel to the nearby substantial shopping centre in Merthyr Tydfil the easy choice for people in the town and wider county of Breconshire. Those in Mid Powys now often choose to travel to Merthyr rather than Hereford or Shrewsbury because of ease of free parking and the vast product range on offer. This has had an economic impact on Brecon’s retail offer. The town is increasingly becoming a commuter settlement for those working in South Wales; they then have little time to use the facilities in the town and less loyalty or affinity with the community in the town.

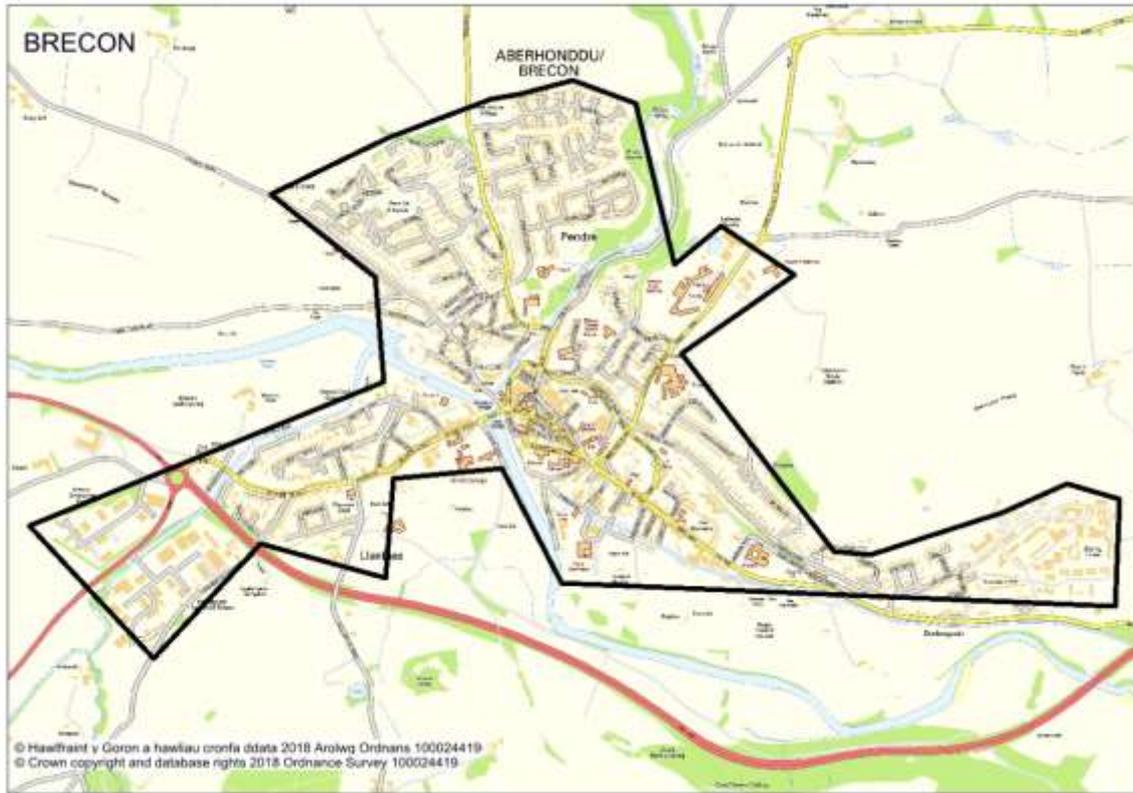
The livestock market has been moved to an out of town site. Online banking and record keeping has streamlined administration for Agricultural and other businesses, making trips to the town’s banks rare.

The 2016 Healthcheck noted:

Strengths		Weaknesses/Gaps	
	Presence of national multiples Good number of financial branches and services Good number of shops Good car parking with gateways to town centre Strong links with south east Wales, making commuting from Brecon to Cardiff and South Wales attractive Very high quality natural environment, especially within the nearby Brecon Beacons Huge opportunity for further outdoor tourism development A range of high quality attractions such as the theatre, the military museum, Brecon museum, the cathedral, and the canal / river / promenade High quality townscape A number of historic and visually appealing buildings within the town		The town centre has a high number of vacant premises (c.17%) There is a high cost of There are perceived to be very strong restrictions on planning and economic growth The night time economy, which is essential to tourists, is under-developed There have been improvements to the town centre streetscape, but in some areas, traffic and pedestrians must pass very close to each other in a confined space Rents and rates are set at high levels There are limited business units available The town is unable to draw significant number of visitors from Storey Arms (Penyfan) into the town Town gateways are confusing and need

	<p>centre A thriving and varied arts and cultural scene, including events and festivals</p>		<p>improvement to encourage visitor access Traffic access around the intersection of High Street and Ship Street is problematic for pedestrians and vehicular traffic Once known for its Jazz Festival, this has declined in size and is under threat</p>
<p>Opportunities</p>	<p>Powys County Council is a significant landowner within the town centre Abundance and diversity of office space within the town The Brecon Museum 'Y Gear' will be reopening in the next 12 months incorporating the town library, a first class gallery and a café The Wales Way A470 will be promoted and featured by Visit Wales Continuous media coverage of Pen Y Fan and the Brecon Beacons Relatively large number of large Country Houses near the town converted into hotels or wedding venues creating employment opportunities and attracting year round visitors. NPTC campus on the edge of town with a range of courses that could be expanded. Possible redevelopment of the Market Hall</p>	<p>Threats</p>	<p>The town is unable to compete directly with the with the very large national outlets at Merthyr Decay of many properties requiring costly heritage restoration located prominently in the town centre Closure and sale of the Watton Army Barracks by 2027 Inadequate range of courses provided by NPTC college necessitating travel outside the area and the county for students who then often never return Poor employment opportunities for young people Many areas of deprivation across the wards of the town The effect of Brexit on the Agricultural industry that uses the town's services, businesses and social outlets Lack of suitable holiday accommodation within the town</p>
<p>Conclusions on Health of Centre</p>	<p>Brecon is a market town that provides for the retail and other community needs of its rural hinterland. The centre has a good mix of businesses and provides a good social hub. However, vacancies are above average and demand from occupiers appears to be limited. Decaying empty properties are blighting the appearance of the town centre. It is vulnerable to further closures of the national multiples and financial institutions for whom this location is likely to be marginal due to online shopping and banking and the vast retail range in nearby Merthyr Tydfil. Residents can also easily commute to work in South Wales from the</p>		

	<p>town, they then have little time to engage with their local community or use the town's facilities. Neighbouring regions such as the Ebbw Vale area have funding and business facilities to attract current Brecon businesses and businesses relocating to Wales.</p> <p>Increasing numbers of people are walking to Pen y fan from the Storey Arms and returning to South Wales. The town needs to find a way to attract these visitors and to encourage short breaks in the area.</p>
<p>Dependant Hinterland</p>	
<p>Aberysgir, Allt-mawr, Battle, Brecon, Bronllys, Cantref, Capel-y-ffin, Cathedine, Crai, Crickadarn, Cwmdu, Defynnog, Merthyr Cynog, Garthbrengei, Glasbury, Gwenddwr, Hay, Llanddew, Llangorse, Llan-y-wern, Llanddeti, Llandefaelog, Llandefalle, Llandyfaelog Fach, Llandyfaelog Tre'r-graig, Llandyfalle, Llanelieu, Llanfihangel Cwm Du, Llanfihangel Fechan, Llanfihangel Nant Brân, Llanfihangel Tal-y-llyn, Llanfilo, Llanfrynach, Llangasty Tal-y-llyn, Llangattock, Llangenny, Llangorse, Llangynidr, Llangynog, Llanhamlach, Llanhetty, Llanigon, Llanspyddid, Llan-y-wern, Llyswen, Llywel, Maesmynys, Merthyr Cynog, Partrisiko, Pen-pont, Rhyd-y-bryw, Talach-ddu, Talgarth, Three Cocks, Tretower, Upper Chapel, Ystradfellte</p>	
<p>Specific issues (current)</p>	
<p>The town centre has a mix of retail and commercial premises, with many high quality attractions, however many empty decaying properties are blighting the appearance of the town. The nearby retail park and leisure facilities in Merthyr Tydfil draws trade from the town and the wider region. The flow of traffic around the town is not convenient and car parking at peak times is inadequate. Accommodation for a range of visitors is not meeting their needs and is of poor quality. Visitors are also deterred by the lack of adequate evening attractions. The Storey Arms area is frequently featured on the national media. It attracts an increasing number of visitors, but they usually climb Pen y fan and leave without considering exploring the nearest town which is Brecon.</p> <p>The limited number of business units available encourages businesses to relocate to neighbouring counties that have more attractive deals and facilities. The growth of current businesses is also restricted. Many residents commute from the town and do not have time to fully use its facilities or engage with its community. The range of courses at the NPTC college is not meeting the needs of many students who then choose to study outside the county and do not return because of the very limited career opportunities in the town. There is a lack of a cohesive voice to develop the town, however a town plan is being devised by the Brecon Beacons National Park Authority and will be adopted as supplementary evidence.</p>	
<p>Evidence of need, stats etc.</p>	
<p>Potential Project activity</p>	
<p>Potential partners</p>	



Subject to

Name of Town & County
Llandysul, Ceredigion
General overview and historic issues
<p>Population: 1,439</p> <p>An historic river crossing and former market town with busy railway connections, Llandysul, along with its sister settlement of Pont Tyweli (situated adjacent on the Carmarthenshire side of the River Teifi), saw significant growth in importance during the 19th and early 20th century. The town is famous for its river angling heritage although this is now in decline due to low fish stocks.</p> <p>It has a long tradition of serving its hinterland, in particular, its agricultural community, regarding its local shopping, social and recreational needs. It also provides for the community's primary and secondary educational needs, with a wider special educational role in supporting the Welsh language.</p> <p>The railway closed as part of the Beeching reform in the 1960's and the mart closed in the early 00's to make way for the new by-pass.</p> <p>The settlement is situated on a sloping terrain rising from the River Teifi to the Croesffordd plateau. The settlement can be described as lower, mid and upper in this context. The lower and mid-town consists of traditional terraced streets including the High Street, forming a Conservation Area which contrasts with more modern development on the rising ground and plateau to the north west. The lower town is bounded to the south and east by the Teifi River and a substantial C2 flood zone.</p> <p>The recent completion of a bypass route and the new 3-19 school on the upper outskirts of the settlement are issues dominating the future vitality and development of Llandysul.</p> <p>It serves as a commuter settlement for Carmarthen, Cardigan, Lampeter and Aberaeron all circa or so 15 miles away.</p> <p>The town is the home of a number of successful local businesses:</p> <ul style="list-style-type: none"> • Print firm, Gomer Press, one of the earliest print companies in Wales and the major producer of Welsh language books has now relocated from an in-town site to a modern premise at the northern edge of the town adjacent to the bypass. • Telynau Teifi, a not-for-profit organisation and the only commercial harp manufacturer in Wales • Llandysul Paddlers nationally known canoeing and kayaking centre, uses the river and adjacent lake to train participants to a high level. Has a bunkhouse and training facility in Pont Tyweli • Tregroes Waffles – nationally known manufacturer of waffles based in Pont Tyweli • The Arcade, known regionally as key suppliers for Aga and wood burning stoves along with quality kitchen accessories. <p>The Food Centre Wales at Horeb, appx 1 mile out of town, makes an important contribution to the area and some development of the facilities there could see the centre grow.</p> <p>The Llandysul High Street had a distinctive range of independent businesses, some as shown above with regional or national renown.</p>

However, many of the shops are now closed, as are the four banks that dominate the main thoroughfare. The retail provision has declined but the provision of pre-prepared food outlets has grown over recent years.

The opening of a new 3-19 school on the upper outskirts of the settlement has meant that the original primary and secondary school site in the mid-level of the settlement have now closed. The primary school site has recently been sold and the secondary school site is on the market for sale; some local community interest in part of the site is currently being explored.

The 2016 Healthcheck noted:

Strengths	Presence of national multiples Good number of shops Good car parking	Weaknesses/Gaps	Restricted catchment Limited retail offer between car park and centre
Opportunities	Central focus on main street Improved leisure service offer Llandysul Through School opening	Threats	Further closures of key services Relatively dispersed nature of commercial uses
Conclusions on Health of Centre	Llandysul is a market town that provides for the retail and other community needs of its rural hinterland. The centre currently seems to be in transition with a number of changes having happened recently, but the overall mix remains good and it is currently considered to be relatively healthy. However, vacancies are above average and demand from occupiers appears to be limited. It is therefore vulnerable to further closures of the national multiples for whom this location is likely to be marginal. Its location and offer means tourist trade is likely to be limited and there may be a need to reduce the size of the centre in the future. The opening of the Llandysul Through School may improve footfall within the centre and counter any reduction in trade seen as a result of the by-pass opening, but the increased distance from the centre may counter this. As a result the draw of the centre is likely to remain limited.		

Dependant Hinterland

Aberbanc, Capel Dewi (S), Coedybryn, Croeslan, Ffostrasol, Henllan, Horeb, Maesymeillion, Penrhiwllan, Pentrellwyn/Gorrig, Prengwyn, Rhydlewys, Rhydowen, Talgarreg.

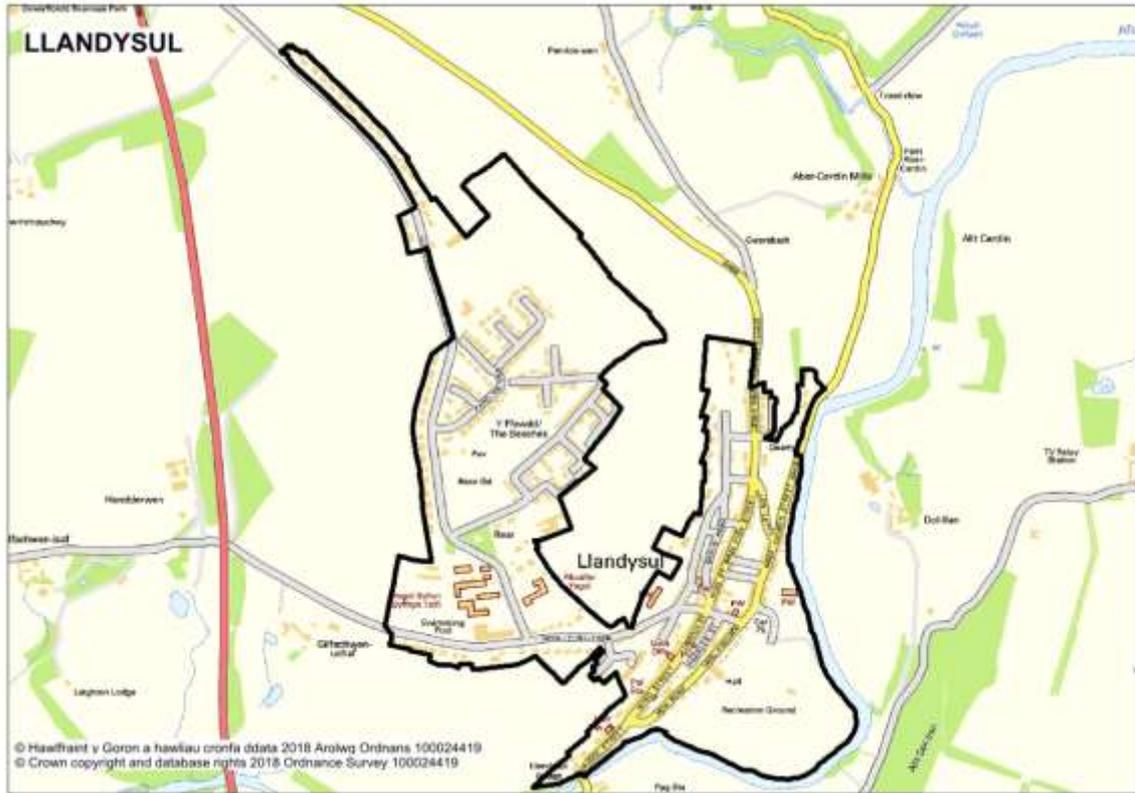
Specific issues (current)

The main thoroughfare is a mix of residential and commercial premises. In recent times the settlement has been by-passed, the two schools in town have moved to an upper town site, four national banks have closed and the empty buildings now dominate the main street. A number of local attractor businesses have closed making way for empty or charity shops. A number of former retail outlets have been converted to residential use.

A supermarket has opened in adjacent Pontweli (Carmarthenshire) drawing customers away from the high street due to its product range and ease of parking. The Post Office recently relocated to the supermarket leaving another redundant building in the settlement centre.

<p>Against this backdrop, some existing businesses are questioning their viability and are considering closure.</p> <p>The former secondary school site in the mid-level of the town is proving problematic for the Council to dispose of. There has been local community interest over the past year but this has failed to produce anything tangible. Adjacent to the school site the community-run swimming pool has recently taken over the former council leisure centre next to it; the facility has relaunched under the title Calon Tysul. There may be opportunities for expansion under the new organisation if funding can be found to support proposals that are currently being developed.</p>
<p>Evidence of need, stats etc.</p> <p>Although the WIMD does not necessarily reflect it, it is generally accepted that there is a need for some drastic intervention to prevent the total decline of the town. This can be supported by the fact that recently the MP and AM for Ceredigion jointly called a community crisis meeting to discuss the issues.</p> <p>The prevalence of redundant buildings in the main thoroughfare and the lack of incentive for developers to recommission the buildings means that currently there is no short-term solution to the status quo.</p> <p>The removal of the two schools and Ysgol Meithrin to an edge of town site has had an effect on businesses locally. It has also raised safety concerns as there is no easy route by foot from the town to the school.</p> <p>Closure of local shops, amenities and services is having a real effect on local morale; it also affects the outlying settlements that depend upon the town for access to services. Many of these outlying settlements are already in the top 10% for WIMD access to services.</p>
<p>Potential Project activity</p>
<p>Potential partners</p> <p>Town Council, local community groups, local developers, local businesses, property owners. Llandysul Paddlers, Calon Tysul trustees, Porth Hotel</p>

Map – Llandysul



Subject to

Name of Town & County
Tregaron - Ceredigion
General overview and historic issues
<p>Population 1,213 (2011)</p> <p>Tregaron is located at the foot of the Cambrian Mountains with Cors Caron, a raised peat bog, designated as a Ramsar site and a Site of Special Scientific Interest to the South. It is a well-established settlement, having been a natural centre for trade and industry for centuries. The settlement has a wide range of facilities and services, including a primary and secondary school, doctor's surgery, pharmacy, general store/post office, hairdressers, public house, garage, village hall, place of worship and rugby pitch. Tregaron has a strong historical built form typifying nineteenth century Welsh non-conformism. Although there are not many large ornate buildings, the vernacular and tight street patterns bring charm to this town.</p> <p>This inland Settlement Group is one of the largest Groups in terms of its geographical area. It contains the Cambrian Mountains, which extend into Powys. Although this Group borders the neighbouring County of Powys, the Cambrian Mountains act as a natural barrier for development and as such no settlements have been identified in Powys as looking towards Tregaron for services and facilities.</p> <p>Although a geographically large area its defined Linked Settlements are quite dispersed. It has three Linked Settlements; the largest is Llanddewi Brefi which has a range of community facilities, the smallest, Bronnant, has a petrol station. Although Tregaron only has three Linked Settlements it serves a very wide rural community in terms of hamlets and farmsteads which very much rely on the town for their needs.</p> <p>The Settlement Group occupies one of the most highly valued landscapes in Ceredigion, characterised by exposed upland plateau and broad river valleys. Tregaron is surrounded by spectacular countryside at the foot of the Cambrian Mountains. The upland landscape is comprised of large expanses of rugged, unenclosed, unimproved grassland and moorland, with cotton grass and other bog vegetation in wet flushes and around pools. Its landform is typified by irregular knobs and peaks, exposed rock outcrops, and scree slopes. Particularly distinctive is the landscape at Teifi Pools, which contains a series of broken north to south-orientated rocky ridges, with lakes and pools in between.</p> <p>Tregaron is situated at the junction of the Principal Road A485 (Aberystwyth to Lampeter) main road and the B4343 (Pontarfynach to Cwmann) road. Within the most recent Trafnidiaeth Canolbarth Cymru Mid Wales Transportation (TraCC) Regional Transport Plan there are no formal proposals at present for major new or improved transport links. A scheme focusing on the Talbot Yard area has included extending the town car park, providing coach parking and a bus terminus, bicycle parking facility and improved pedestrian access.</p> <p>The settlement has two attractor businesses – The Talbot Hotel and Rhiannon's gold centre both of which have seen significant investment over recent years and have plans to continue investing in the future.</p> <p>The 2016 Town Healthcheck summarises thus:</p>

Strengths	Distinct visitor offer Important service role	Weaknesses/Gaps	Limited catchment population
Opportunities	Central location of hotel Good car parking provision	Threats	Growth of larger centres Closures of key services
Conclusions on Health of Centre	Tregaron is an attractive centre and one which appears to be relatively healthy. However, it has relatively high levels of vacancy and a decreasing comparison offer making it vulnerable to closures of the national multiples for whom this location is likely to be marginal. Its location and offer means some tourist trade can be expected and the new car park seeks to provide the necessary facilities to meet their requirements. However, the resulting trade would be expected to be limited and is unlikely to be sufficient to support businesses in isolation.		
Dependant Hinterland			
(Ceredigion) Bronnant Llanddewi Brefi Llangeitho			
Specific issues (current)			
Tregaron and the upland villages were designated as a Communities First area under the earlier WG programme, The designation has now lapsed but substantial social issues remain in the settlement group as illustrated by WIMD figures In recent times the town has seen the closure of a number of banks and shops. Outward migration of youth is seen as a significant issue.			
Evidence of need, stats etc.			
Llangeitho ward is in the top 10% most deprived for access to services and top 30-50% most deprived of Education, Housing and Income, Tregaron in top 20-30% for access to services and top 30-50% for education.			
Potential Project activity			
Potential partners			
Cylch Caron project Rhiannon's Strata Florida Trust			

Name of Town & County															
Lampeter, Ceredigion															
General overview and historic issues															
<p>Population 2,970</p> <p>Lampeter is an important university town, which serves a large geographical area. An important river crossing, former mart location and former busy railway connection, the town now relies on the University for throughput of students having lost the mart and railway link.</p> <p>Lampeter is situated in the south-eastern corner of Ceredigion in the valley of the River Teifi and is the third largest urban area of the county after Aberystwyth and Cardigan. Lampeter is an important town for retailing, administration, judicial, education and business services. The town serves a large part of Ceredigion but also parts of Carmarthenshire with the settlement of Cwmann (Carms.) sitting adjacent across the river. Not only do a number of nearby settlements look to it for daily needs but also a number of settlements further afield, including Rural Service Centres.</p> <p>Unusually for a settlement of this size Lampeter hosts two national supermarkets – Sainsbury's, somewhat hidden in the town centre and Co-op on the outskirts.</p> <p>Lampeter maintains a predominantly independent high street with some nationals present.</p> <p>The town has aspirations to be a transition town although the momentum of this seems to have waned of late.</p> <p>Current view of centre from 2016 Healthcheck</p> <table border="1"> <tr> <td>Strengths</td> <td>Local population supported by students Easy to identify centre</td> <td>Weaknesses/Gaps</td> <td>Limited parking Largest retail unit (Sainsbury's) not visible</td> </tr> <tr> <td>Opportunities</td> <td>Development of food & drink offer</td> <td>Threats</td> <td>Closure of key occupiers</td> </tr> <tr> <td>Conclusions on Health of Centre</td> <td colspan="3">Lampeter is an attractive and generally successful centre offering a good mix of independent retailers and national multiples. It is generally vital and viable and there has been some recent investment particularly in the convenience sector. However, vacancies have been increasing and the number of comparison retailers has declined. The food & drink sector is also under-represented.</td> </tr> </table>				Strengths	Local population supported by students Easy to identify centre	Weaknesses/Gaps	Limited parking Largest retail unit (Sainsbury's) not visible	Opportunities	Development of food & drink offer	Threats	Closure of key occupiers	Conclusions on Health of Centre	Lampeter is an attractive and generally successful centre offering a good mix of independent retailers and national multiples. It is generally vital and viable and there has been some recent investment particularly in the convenience sector. However, vacancies have been increasing and the number of comparison retailers has declined. The food & drink sector is also under-represented.		
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Dependant Hinterland															
Bets Bedews Callan/Fisher's Arms, Cwrtnewydd, Drefach, Gorsgoch, Llangybi, Llanwnen, Llwynygroes, Silian															
Specific issues (current)															
The University of Wales Trinity Saint David Lampeter campus has seen reducing student numbers recently, which has raised questions about its viability. Significant ongoing investments arising from the connections with the Ching Kung Buddhist community from Hong Kong and future proposals for a mindfulness and well-being centre on campus offer positive possibilities.															

<p>Empty shops Empty pub / hotel in high street Outward migration of youth</p>
<p>Evidence of need, stats etc.</p>
<p>WIMD: Lampeter 1 ward top 10% deprived for housing. Top 20-30% physical environment Lampeter 2 ward top 20% deprived for environment and housing. Top 30-50% for access to services, income, employment and community safety Surrounding wards in top 10% most deprived of access to services Town Centre Healthcheck 2016 noted: "... vacancies have been increasing and the number of comparison retailers has declined. The food & drink sector is also under-represented."</p>
<p>Potential Project activity</p>
<p>Potential partners</p>
<p>University of Wales Trinity Saint David Housing associations Private sector Merched Medrws Local businesses Local community groups</p>

Subject to approval

Map - Lampeter



4.5 – Local Growth Zone initiatives

Local Growth Zones are a Welsh Government initiative, and provide for a rural alternative approach to an enterprise zone.

There are two zones covering the geographical areas of Powys, focusing specifically on the key market towns of Brecon, Llandrindod Wells and Newtown, and the Teifi Valley.

The Strategic Regeneration Areas and the proposed themes of activity build on these identified areas and the issues and actions determined by their local Task and Finish Groups, which were made up of key local stakeholders and businesses.

4.5.1. – Brecon Strategic Regeneration Area Recommendations

- That Welsh Government supports and funds the establishment of a business-led initiative, including a champion / facilitator, which seeks to more fully develop Brecon's role as a tourist centre, specifically building on outdoor tourism opportunities, the heritage offer (e.g. museums), and the arts and culture offer (e.g. Brecon Jazz)
- That the business-led initiative explores the options to more fully develop Brecon's role as a shopping location, specifically building on the niche / boutique shopping offer
- That Powys County Council examines the suitability of a Townscape Heritage Initiative programme and a shop front grant scheme for Brecon

4.5.2 - Llandrindod Wells Strategic Regeneration Area Recommendations

- That Welsh Government supports and funds the establishment of a business-led initiative, including a champion / facilitator, which seeks to more fully develop Llandrindod Wells' role as an event and conference centre
- That the business-led initiative also seeks to enhance Llandrindod Wells' role as a heritage tourism centre, building upon the traditional tourism legacy and the outstanding natural environment nearby
- That Powys County Council considers the suitability of a Townscape Heritage Initiative programme and a shop front grant scheme for Llandrindod Wells

4.5.3 – Newtown Strategic Regeneration Area Recommendations

- That Welsh Government supports and funds the establishment of a business-led initiative, including a champion / facilitator, which seeks to more fully develop Newtown town centre's role as a service centre
- That the members of such an initiative, along with the champion, look in particular at Ernesto Sirolli's Enterprise Facilitation model and its applicability to Newtown, taking into account the work being undertaken by Powys County Council as part of its town centre retail pilot
- That the business-led initiative looks to ensure that stronger alliances are forged between businesses and Further Education providers, in order to

establish Newtown as a centre for business-focused learning and a centre of excellence

- That Welsh Government ensures that the proposed Newtown bypass is delivered on schedule, with work to start as planned in 2014
- That the regeneration of the Market Hall is an important catalyst for Newtown, and opportunities to exploit this need to be examined by Powys County Council and Welsh Government, including funding options
- That Powys County Council examines the suitability of a Townscape Heritage Initiative programme and a shop front grant scheme for Newtown

4.5.4 – Teifi Valley Strategic Regeneration Area Recommendations

The relevant recommendations from the Teifi Valley Task and Finish Group recommendations include;

- Recommendation 6 - Access to finance

‘Access to finance’ initiatives should be introduced in the Teifi Valley including:

- a) Preferential and enhanced access to ‘access to finance’ schemes for businesses in the LGZ;
- b) Making the support available in the Enterprise Zones available in the LGZ; and
- c) Exploring the potential for a local / crowd-funding venture capital fund specifically for the Teifi Valley.

- Recommendation 9: Tourism, recreation and leisure (key sector)

The Teifi Valley LGZ ‘package’ should include provision to support the development of the local tourism sector and of the Teifi Valley as an ‘iconic tourism destination’ in Wales.

- a) Support for the development of ‘tourism attractions’ that would enhance the Teifi Valley as an iconic destination;
- b) Support for businesses to utilise the opportunities that such developments would provide including a specific networks / action learning set for tourism businesses within the LGZ
- c) Improved strategic signposting to the Teifi Valley from the M4 and other key routes to the south and north; and
- d) Improved general marketing of the Teifi Valley as a destination including specific dates for providing the national and international press with the Teifi Valley tourism stories and brochures.

- Recommendation 10: Food and Farming (key sector)

A strong and viable farming sector is considered crucial to the economic future of the Teifi Valley as (in addition to its direct economic benefit) it provides the foundation for a number of other sectors including food processing, tourism and outdoor recreation. Recognising this, it is recommended that:

- a) The support that is currently available to farm businesses via the Farming Connect service be proactively targeted at farms within the Teifi Valley LGZ;
- b) Local food producers should be encouraged to add-value to local produce with a view to maximising the local economic benefit of the raw products produced within the Teifi Valley;
- c) Food businesses in the area be actively encouraged to utilise the food technology and new product development knowledge and expertise that exists within the Food Centre Wales;
- d) Adequate funding should be provided to Food Centre Wales in order to maintain and develop the services that it can provide to businesses within the LGZ and as part of the national network for developing food businesses in Wales; and
- e) Specific networks / action learning sets should be developed for businesses within the farming and agri-food sectors of the LGZ. There should also be a focus on developing the links between agri-food businesses and those in related sectors (including tourism and outdoor recreation) with a view to strengthening the links between those sectors.

- Recommendation 11: Energy and the Environment (key sector)

It is recommended that steps be taken to help develop and grow a new 'energy and the environment' sector in the Teifi Valley including:

- a) Supporting businesses within the LGZ seeking to develop new and innovative environmental goods and services via the Energy and Environment SME Growth Fund and extending that scheme in the Teifi Valley LGZ beyond the current March 2014 end date;
- b) Developing private, public and third sector relationships within the Teifi Valley which could facilitate the roll-out of emerging new energy and environmental technology across the LGZ (for example, developing joint-ventures between developers of zero carbon housing and local housing associations); and
- c) Supporting the development of a cluster of businesses around the above via the pro-active business support service and networks previously recommended.

- Recommendation 19: Maintaining and improving the appearance of towns and villages

It is recommended that funding be provided to implement improvements to the outside of commercial property and the public realm of key towns and villages in the Teifi Valley as part of the LGZ. This "sense of place" approach should be used to reinforce branding and the distinctiveness of the Teifi Valley. Such activities should be coordinated and focused with a view to ensuring the maximum possible impact in the areas targeted.

- Recommendation 20: Broadband and mobile phone coverage

It is recommended that:

- a) The Teifi Valley LGZ be given priority in terms of the roll-out of high speed fibre broadband in Wales. Consideration should also be given to targeted deployment

of ultrafast broadband at key business locations or to support key business clusters.

b) Broadband exploitation activities should also be piloted in the Teifi Valley LGZ to ensure that businesses within the LGZ are maximising the benefit they gain from the availability of superfast broadband. The lessons learned could be applied on an all-Wales basis to drive take-up and add value to Superfast Cymru deployment.

c) In addition, steps should be taken urgently to address poor mobile coverage in the Teifi Valley LGZ. The UK Government's Mobile Infrastructure Project aims to address coverage gaps across the UK. The Welsh Government should prioritise the Teifi Valley LGZ in its discussions with UK Government on this project.

- Recommendation 24: Commercial property

A review of the availability and suitability of commercial and business property in the Teifi Valley LGZ should be undertaken with a view to ensuring that it supports the economic growth of the area rather than be a barrier to it. Local businesses should be allowed to grow in the local vicinity and adequate property / development land should be made available to encourage this. The review should consider whether appropriate grants are in place to secure the conversion of redundant rural buildings for business development purposes and consider the need for 'specialist' units to support the development of key sectors; for example, food grade units.

Subject to approval

4.5 – Engagement

Due to the recent increased emphasis on strategic planning of regeneration activities at a regional level in Wales, it is difficult to evidence historic regional engagement and consultation on such activities to date.

However, there have been high levels of engagement with the communities covered by the four proposed Strategic Regeneration Areas in Mid Wales at individual Local Authority level, building on the historic engagement undertaken as part of the Local Growth Zones initiatives.

4.5.1 Engagement to date

Teifi Valley Strategic Regeneration Area

- Public meetings have been held in Llandysul, hosted by the MP and AM as a result of the recent closure of services (Banks, Post Office etc) and community concern for the well-being of the town. Council officers are currently working with stakeholders to assess what interventions are possible.
- The CAVO Active Inclusion study and report for Llandysul in August 2016 undertook extensive community consultation to research community opinions to factors that significantly affected their well-being. Concerns included
 - poor public transport links to external services,
 - concern / worries about the departure of banks from the town
 - relocation of the primary and secondary schools to a peripheral location - pulling passing trade out of the town centre.

It was felt that this is reflected in a decline in the number of shops and services available within the town

- In Lampeter a recent piece of work in August 2017 funded via the Rural Development Plan for Wales, worked with a network of local business women (Merched Medrws) to look at issues affecting small businesses and to investigate ways in which local businesses could be made more sustainable. Findings included that Lampeter is perceived as having a ‘tired’ appearance - there are issues with empty shops and ‘many cite landlord expectations of rental income and lack of investment in commercial property as a strong barrier for enterprise’. Commercial tenancies with five year terms are also a barrier.
- A recent study into Upland regeneration (Miller research evaluation consulting July 2017) undertook a series of community engagement workshops – one held in Tregaron itself. The report found that there was a general need to improve infrastructure and the quality of the built environment and streetscape and noted that Tregaron suffers many areas of need in terms of visual improvements and general tidiness.

Newtown Strategic Regeneration Area

- Powys County Council works closely with a number of networks based in Newtown including, but not limited to
 - Mid Wales Manufacturing Group
 - Local Businesses
 - Going Green For A Living Community Land Trust Ltd (GGFAL)
 - NPTC Group Newtown Campus
 - Town Council

The council has worked closely with, and partly funded, the community led planning engagement and report published summer 2016. This led to the development of GGFAL Trust who are taking over a large proportion of green spaces in Newtown for recreation and leisure services. The council is currently working with the Town Council in the development of a 5 year Strategic Plan and a Place Plan following on from the Community Led Plan above.

- In conjunction with NPTC Group Newtown Campus and Mid Wales Manufacturing Group, Powys County Council have funded a “futureproofing engineering” project looking at skills needs for STEM subjects in the area and raising awareness. The project is now in its second year.
- Working with the networks and businesses, Powys County Council identify vacant premises and give advice and support on funding using schemes such as the Town Centre Loan Scheme.
- ‘Assembling Newtown: Moving with the times’ is part of the Global-Rural 5 year research study funded by the European Research Council and undertaken by Aberystwyth University. The study shows the changes to Newtown and how it has seen its population swell and decline, buildings constructed, occupied, emptied and re-occupied, and its position as a political and economic centre shift regionally and nationally as changes in technology, transport, financial markets, innovation, industry and mobility have helped shape the town. The report discusses the changes to Newtown through the eras and how this has shaped it today. One of the biggest fears coming out of the report is that Newtown will become a “Dead time” following the bypass opening, local businesses will suffer, the town will not benefit from passing trade and it might be forgotten politically. There are also concerns regarding job availability and opportunities. However it does recognise that Newtown has grabbed opportunities to develop, innovate and evolve and it continues to do so. Wider trends such as continued advances in automation, technology and innovation will continue to play a part in framing how the town changes.

Llandrindod Wells Strategic Regeneration Area

- Powys County Council works closely with the following:
 - Town Council
 - Business Group
 - Businesses
 - Local organisations

- Using Local Authority funding and money from the Tesco S106 agreement, Powys County Council have undertaken work to install a WiFi system within the town, to support visitors and events in the area. A new town website and street furniture was also supported. Working closely with the business group an Officer has been employed to look at the WiFi system and exploiting the data for the best use of business promotion, extending the tourism offer in the area and boosting the lake park area visitor offer.
- PCC is also managing a scheme within the lake park area using EU funding alongside PCC budget to enhance and promote the area. The work includes the re-opening of an historic Amphitheatre, re-establishing boating on the lake and improvements to the walking trails and footways in the area. PCC has worked closely with local organisations such as National Resources Wales, Radnorshire Wildlife Trust, Angling Association and local businesses.
- Working with the networks and businesses, Powys County Council identify vacant premises and give advice and support on funding using schemes such as the Town Centre Loan Scheme, which is managed by PCC.

Brecon Strategic Regeneration Area

- Powys County Council is currently supporting regeneration in Brecon through a number of approaches. The Council works closely with the Brecon Beacons National Park Authority to support development opportunities in and around the town. Part of this support has been to assist the community including local businesses, Brecon Chamber of Trade, and the Town Council in working together to produce a Town Plan. The plan is intended to be used for informing the Brecon Beacons Local Development Plan as Special Planning Guidance (SPG).
- The Council is working with local businesses providing advice and linking up local enterprise agencies, organisations, and networks to provide coordinated support. The Council has organised and supported business events in the town including a Powys Business Clinic, Urdd Eisteddfod, Superfast Cymru Events, and Business Wales Events. Meet the Buyer events have also been supported to encourage local businesses to work together and maximise local supply chains and the local pound.
- Extensive engagement has also been undertaken with local resident and businesses regarding Y Gaer, otherwise known as the Brecon Cultural Hub. The project will develop Brecknock Museum and Brecon Library as a valuable community resource for the people of Brecon and the surrounding area, provide opportunities for participation and volunteering and become a significant tourist attraction. It is due to open in 2018.

Both councils have also been undertaking extensive public consultation exercises for their respective Local Wellbeing Plans. While the plans aren't specific to any of the proposed Strategic Regeneration Areas, they have been a good

engagement tool in providing a general indicative barometer of resident's feelings on priorities in their local areas.

4.5.2 Future Engagement

Both Ceredigion County Council and Powys County Council are planning to roll out a programme of community place plans in early 2018. This programme will see both councils supporting town and community councils to consult and develop their own place plans which will identify local concerns and opportunities for investment and development.

This activity will be complimented by wider strategic consultations that are ongoing to form a regional evidence base (please see section 1.1)

Local consultations will be held to ascertain community support for individual projects as they come forward.

4.6 – Maximising the Strategic Impact of the Plan

The Growing Mid Wales Partnership has developed this Regeneration Plan as part of its integrated approach. This is currently being developed to take forward the region's prosperity and growth over the next 10 – 15 years. The Plan fulfils an important role joining up and achieving an inclusive approach to ensure that growth can reach across all parts of the region.

The Partnership has already seen and supported significant proposals in some key centres in the region and is intending to develop a small number of projects with private sector involvement and substantial impacts and outcomes focussed on raising the region's GVA. These will be in a limited number of centres across the region. For the more sparsely populated parts of the region, the Partnership looks to develop a programme of interventions with Welsh Government "to support communities, businesses and the management of natural resources" across the smaller settlements and rural areas to follow on from the current Rural Development Programme¹.

The Regeneration Plan forms a vital part of this integrated approach, prioritising smaller investments in mid-ranking centres and ensuring a balanced 'place' based approach to supporting growth throughout the region.

¹ Welsh Government facilitated People and Communities Roundtable Working Group, Sustaining our Communities, 2018, (submitted to the Brexit Roundtable).

4.7 - Projected Outputs

Forecasting what numbers of outputs will be delivered under the Targeted Regeneration Investment Programme is very difficult as it is dependent on what applications come forward and are approved. The figures proposed below are therefore very speculative at this stage and open for discussion with Welsh Government, but are based on the assumption of the full notional allocation of £7M being committed to Mid Wales. The projected outputs are based on the assumption that Local Authorities will act as leads for projects, based on discussions with Welsh Government.

Output	Number
Gross jobs created	30
Total number of traineeships in the projects	4
Investment induced (£)	£3M
Enterprises accommodated	10
Non-residential Premises created or refurbished (m sq.)	6250m sq.
Value of contracts/sub contracts awarded to SMEs based in Wales (£)	£4.5M